How To Select Wall Paper

Illustrated With 23 Interior Views Showing How Popular Priced ARISTOCRAT Wall Papers Can Be Used To Obtain Remarkably Pleasing Effects

ARISTOCRAT WALL PAPERS

How This Book Can Help You in Selecting Wall Paper

AMERICAN HOME

Visit the nearest dealer handling Aristocrat Wall Papers or ask him to call at your home.

WHEN you are preparing to repaper all or any part of your home there are several things to think about besides the immediate cost. One very important consideration is the fact that you are going to have to live a long, long time with whatever paper you buy. If the effect after you see that paper on your walls is disappointing, it will be a source of constant irritation until you feel that you can afford to have it changed.

For any one except an experienced decorator, however, it is extremely difficult to look at a sample of wall paper and then get anything like an accurate picture of how it will look on a wall. The reason is that wall paper is designed to provide a continuous pattern over an extensive surface. Very often units in the pattern are cut squarely in half where the printing ceases at the selvage, but, of course, are completed when the trimmed edges are matched.

Other inescapable peculiarities of design frequently cause the effect of a completed papering job to be quite different from what was imagined when the selection was made from a sample having only a small fraction of the area of the average wall surface. Such a difference between the result expected and the one obtained is very likely to prove quite disappointing.

It was to minimize such difficulties as much as possible that this book was created. On the following pages you will find 23 striking illustrations of various types of rooms, each papered with an appropriate pattern of Aristocrat wall paper. Every detail of design has been as faithfully rendered as possible and colors are as accurately reproduced as the finest of modern printing methods will permit. Beside each illustration is a verbal description of the pattern and brief explanations of the effect the artist has tried to create. Finally, in the back of the book are actual samples of all the patterns illustrated.

By studying any illustration carefully in conjunction with the printed explanation, you can easily picture in your mind how that same pattern will look on your own walls. By referring to the samples in the back of the book, you have a perfect check in the exact colors, texture of the paper and size of decorative motifs. Then, by referring back to the illustration again you have an even more vivid mental picture of just what that particular pattern will look like when spread out over a whole wall—an effect quite different from what you see in an ordinary sample book.

It is not recommended, however, that you make your final selections from samples as small as the ones in this book. Visit the nearest dealer handling Aristocrat wall papers or ask him to call at your home with his big complete sample books. Either way you will see samples large enough to give you a good idea of the full sweep of each design. If you cannot quite make up your mind, he will be glad to show you full rolls of any designs in which you are interested. He will bring them into your home if you wish so you can match colors or check up on their desirability in any other way that occurs to you.

After you have made your final selections in this way, it is hardly likely that the completed job will disappoint you. To select your wall paper in any other way, however, is to invite dissatisfaction which cannot easily be relieved because wall paper once in place is there to stay. The services of the Aristocrat dealer cost you nothing and you will surely find them extremely helpful, so why not take full advantage of them?

CENTURY WALL PAPER MILLS, INC., DECATUR, ILLINOIS

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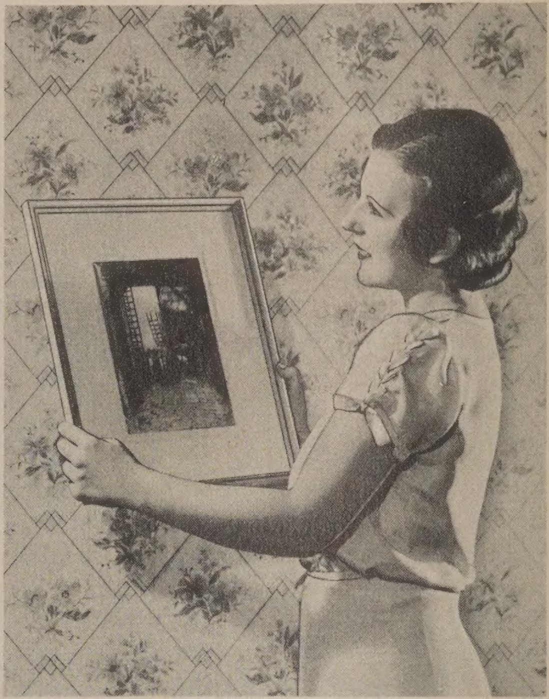
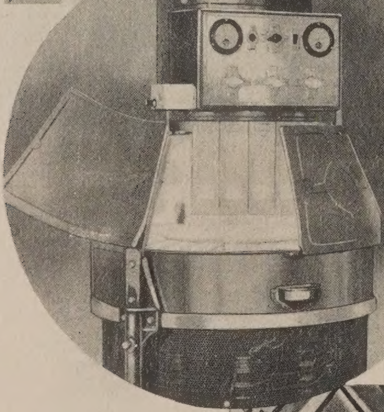
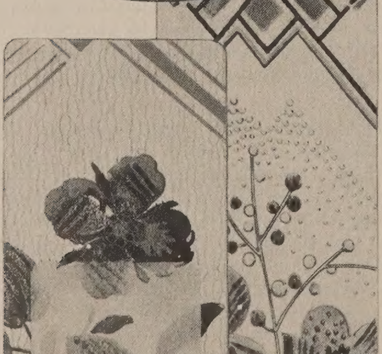
Light, The Beauty Destroyer—Foiled by Exclusive DUOFAST Colors





LEFT: In the blinding glare of the Fade-O-Meter, wall paper receives the equivalent of many months of actual use in just a few hours. Samples are tested from every "run." If they do not come up to Aristocrat's rigid quality standards, the whole run is rejected.



ABOVE: Here you see what happened to two samples of wall paper both retailing for the same price. The ordinary wall paper on the left faded badly in the exposed spot. The Aristocrat sample is unaffected.

Premature fading and discoloration due to the effects of light have probably caused more dissatisfaction than any other fault in wall paper. For that reason, manufacturers have been trying for years to discover a process to overcome the effects of certain rays which exist both in sunlight and in modern electric light.

These rays produce two distinct effects. First, they cause the paper base to fade in some places and darken in others. Secondly, they cause chemical changes in the pigments with which the various colors are printed. As a result, the colors soon become dim and drab-looking while details of the pattern become less and less distinct from day to day.

The first of these two effects is overcome in Aristocrat Wall Papers by covering the paper stock with a heavy, opaque ground coat which resists the strongest sun rays. This ground coat not only hinders the fading and discoloring of the paper but also serves as an ideal base for the scientifically compounded Duofast colors.

Like the ground coat, these special colors were originated in Aristocrat's own research laboratory. Such colors retain their original beauty many months longer than the ordinary kind because they are compounded of materials which undergo a minimum of change when exposed to light. They are naturally much more costly than the colors with which many popular-priced wall papers are printed. That, however, is offset by numerous other scientific developments in the Aristocrat plant so that Aristocrat Wall Papers can be sold to you at prices no higher than the ordinary, quick-fading kind.

How WASHTEX Finish Enables You to Remove Surface Soil and Grease

HAVEN'T you often wished you could remove unsightly spots from your walls? Maybe they came from baby's hands or Junior's lead pencil. Maybe it was the dirt that settled on walls over radiators. Whatever the cause, you were conscious of those spots and they were an eyesore.

The new Washtex Finish gives Aristocrat Wall Papers a special surfacing that allows them to be readily cleaned of ordinary surface soil. Water, unless it be allowed to saturate the paper, does not harm the Washtex Finish of Aristocrat Wall Papers. If allowed to get too wet, the binder that holds the paper to the wall may loosen.

Care, naturally, must be exercised in all cleaning operations. Aristocrat Wall Papers are paper, after all, and are not warranted to stand up under abusive cleaning efforts such as over-vigorous rubbing or scrubbing.

It is particularly important to avoid applying anything to a spot or soiled area on Aristocrat Wall Papers that will tend to "set" it. That is why the application of art gum or one of the standard commercial wall paper cleaners is advised as the first and safest cleaning method. Should this fail, follow the procedure suggested in the chart below.

When using the soap, water and naphtha solution, apply with a small sponge. Have it moist but not too wet. Dry off the area by patting with a clean cloth after the soil disappears.

Strong bleaching agents such as those frequently employed for the removal of ink stains should be used with discretion and blotted up quickly after application so that the acid will not eat into the body of the wall paper.

In the case of grease spots, powder them first with fuller's earth; leave on for a while and then dust off—after which sponge the area with naphtha, alcohol or turpentine.

Some stains such as those caused by iodine and certain medicines are almost impossible to remove, of course. But you can as confidently endeavor to remove them from Aristocrat Washtex Wall-Papers as you would from cloth or other fabric. Occasionally, if such stains have not soaked in too deeply, they respond to treatment.

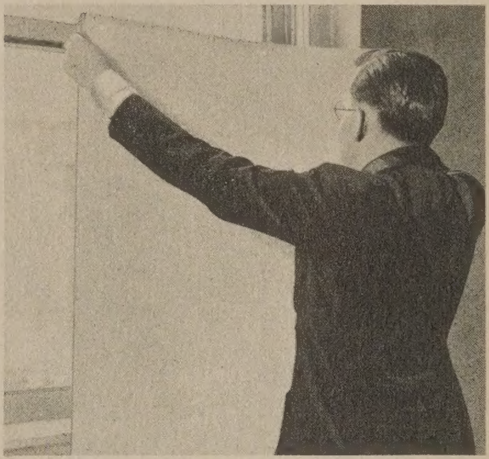
WASHTEX CLEANING CHART

Type of Soil	Warm Water, Lux, 5%-10% Naphtha	Naphtha	Carbon tetrachloride	Turpentine	Fuller's Earth	Alcohol	Art Gum Eraser	Commercial Wall Paper Cleaners
PENCIL MARKS	X						X	X
SOOT	X	X						X
GREASE		X			X			
PAINT				X		X		
FINGER MARKS	X	X					X	X
STAINS	X	X	X		X	X		

Giving Wall Paper the Third Degree to Assure Your Satisfaction

ABOVE: If the paper stock is too spongy paste will seep through in hanging, causing ugly water spots and making the colors run. If the paper is too hard, the paste will not adhere properly. The absorption test which is rigidly applied to every shipment received at the Aristocrat Plant insures that all Aristocrat Wall Papers will be just right for perfect hanging.

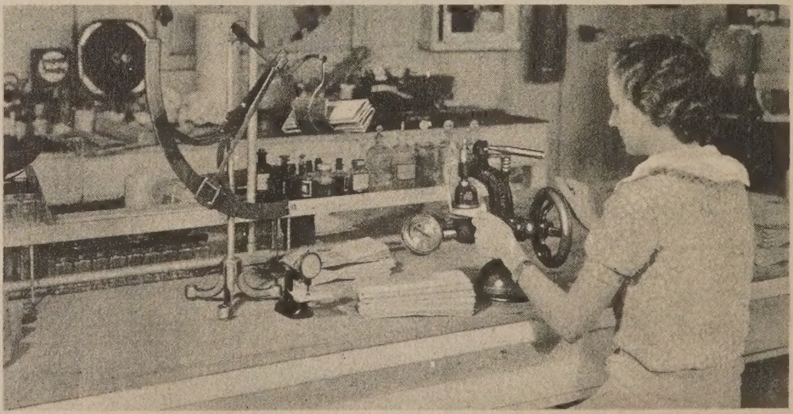
BELOW: After your wall paper is hung, the slightest color variation among the various panels will be painfully conspicuous. To prevent any such variations in Aristocrat Wall Papers, samples from every shipment of the plain paper are carefully compared by experts against laboratory color standards. If it does not match perfectly, the whole car load will be returned to the paper mill.



ARISTOCRAT WALL PAPERS

ABOVE: As each shipment of paper is brought into the Aristocrat Plant, numerous samples are submitted to a searching microscopic examination for pinholes, flaws in formations and for impurities. Only clean, well made stock of absolutely uniform texture and thickness is good enough for Aristocrat. Any other kind is rejected.

BELOW: Still another test to make sure that no Aristocrat pattern will ever be printed on any but the best of paper stock. In this test, pressure is applied to the new stock and its breaking strength is registered on the dial. It takes an exceptionally tough paper stock to reach the point that will make it acceptable as the foundation of Aristocrat Wall Papers.



It has always been the policy of this company that a pattern not worth printing on the very best of paper stock is not worth printing at all. Consequently the tests illustrated above and many others are constantly being carried on to make absolutely sure that every roll of Aristocrat Wall Papers will be of the very highest quality both artistically and in the degree of service they will give. You know you are getting the benefits of these precautions when you buy Aristocrat Wall Papers. You cannot be sure when you buy nameless papers of doubtful origin.

Dignity and Restraint Predominate In These Charming Living Rooms

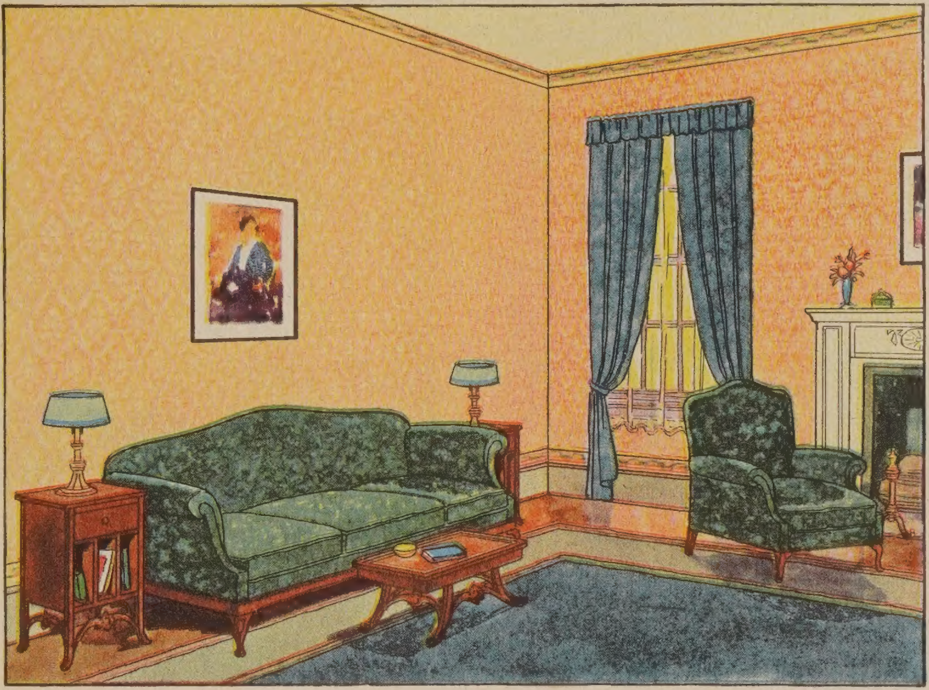
TWO distinctly different styles of decorative treatment are shown in the illustrations on this page, yet both have one thing in common. In both instances, the wall paper is less a decorative factor in itself than an effective background for furnishings and draperies. In the one, however, the paper was chosen to throw furnishings into relief through color contrast, whereas color unity is the effect in the other. Which to choose depends largely on personal preference. If in doubt, consult any dealer handling Aristocrat Wall Papers. His experience will make him a valuable guide in choosing patterns which will harmonize satisfactorily with your decorative elements.

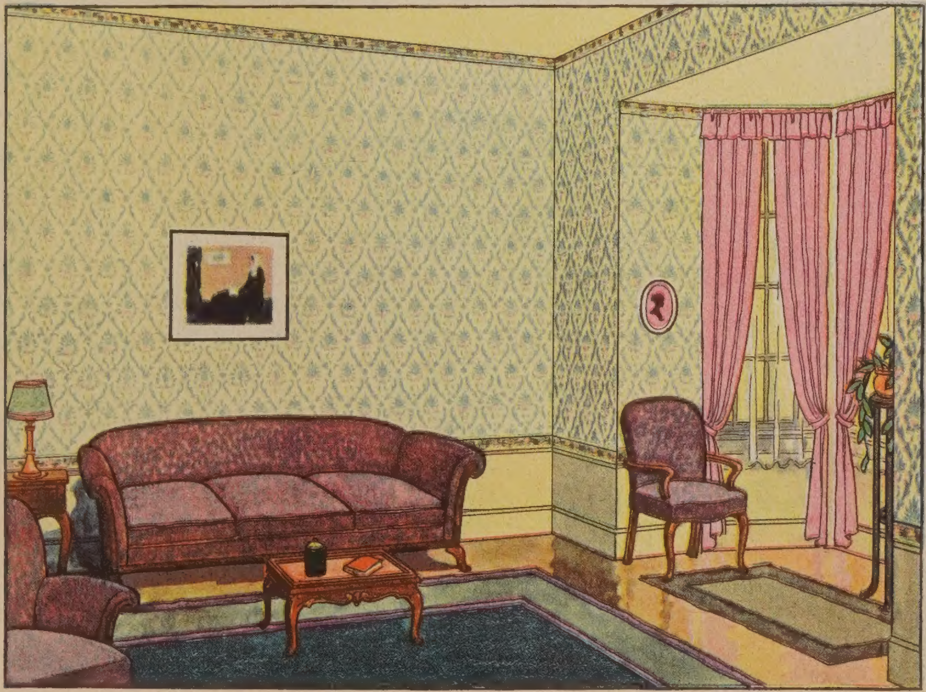
Aristocrat Pattern
Number 7752

It is truly stimulating to enter a room like this with its rather strong yet altogether tasteful contrasts. Note how the color of upholstery fabrics and draperies stands out against the soft tones of the wall paper. Nevertheless, there is a feeling of dignity and charm because, for all the contrast, there is no disturbing lack of color harmony.

Here is a room sufficiently formal for the entertainment of even the most critical guests, dignified and restrained yet with no hint of forbidding stiffness, at the same time it gives us a bright and cheerful gathering place for our family. It is moreover, a room of which we shall not tire quickly.

Almost any style of furniture and practically all colors commonly used in upholstery fabrics, will harmonize well with this pattern. To obtain a decided contrast with darker colored fabrics, however, it would be necessary to choose a pattern in which the predominating colors are brighter.





Aristocrat Pattern
Number 8706

In this room, as in the above, we find a wall paper with a rather conventional design, but the effect is quite different. Instead of furniture, draperies, lamps and rug standing out in strong contrast with the design, they are more or less united with it through an unobtrusive matching of secondary colors.

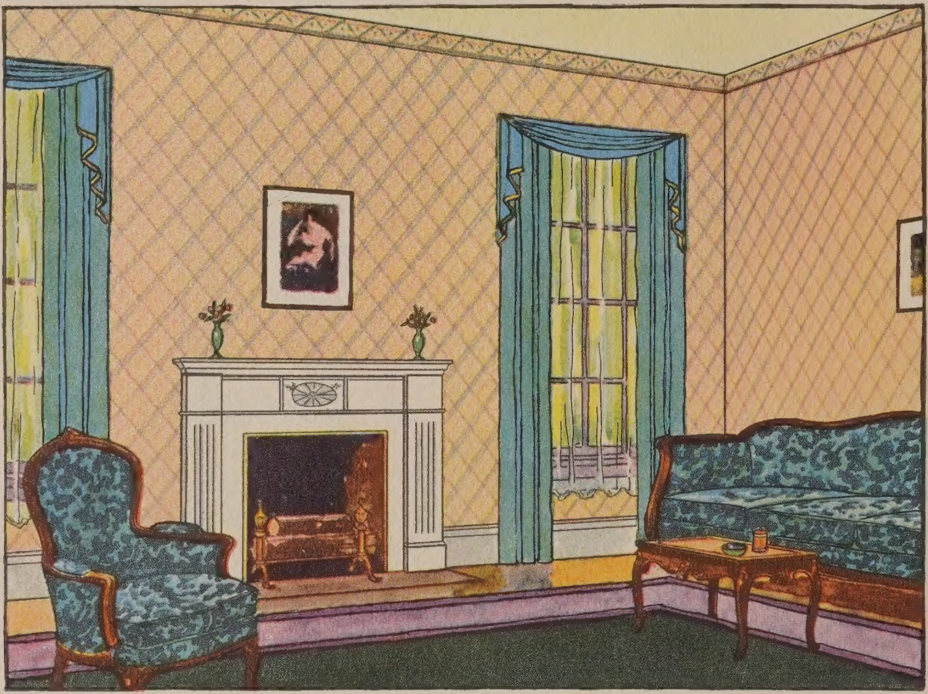
Near the center of each unit in the wall paper design is a splash of soft color very nearly the same as the ground color of the upholstery which in this case harmonizes with the rug border and, of course, with draperies and lampshades. This knits all the various units together into a pleasingly harmonious whole that is bright, cheerful, restful and quietly conservative but by no means coldly formal.

This pattern will make an equally pleasing combination with upholstery fabrics that are predominantly tan, brown, grey, green or beige.

SEE ACTUAL SAMPLES OF ARISTOCRAT PATTERNS ILLUSTRATED ON THIS PAGE IN BACK OF BOOK

Bringing More Cheerful Brightness Into Dark Living Rooms

ROOMS which for one reason or another are inclined to be somewhat dark can be made very much brighter and more cheerful by an appropriate choice of wall paper. For such rooms avoid patterns in which the dominating colors are dark. Such colors absorb light instead of reflecting it so that you do not get the full benefit either of natural daylight or of artificial light. The remedy is to choose such patterns as those illustrated below which have maximum light reflecting power. Light patterns do not become noticeably soiled any quicker than dark ones—popular opinion to the contrary notwithstanding. So, why not have them for their much more attractive appearance?



ARISTOCRAT PATTERN NUMBER 7880

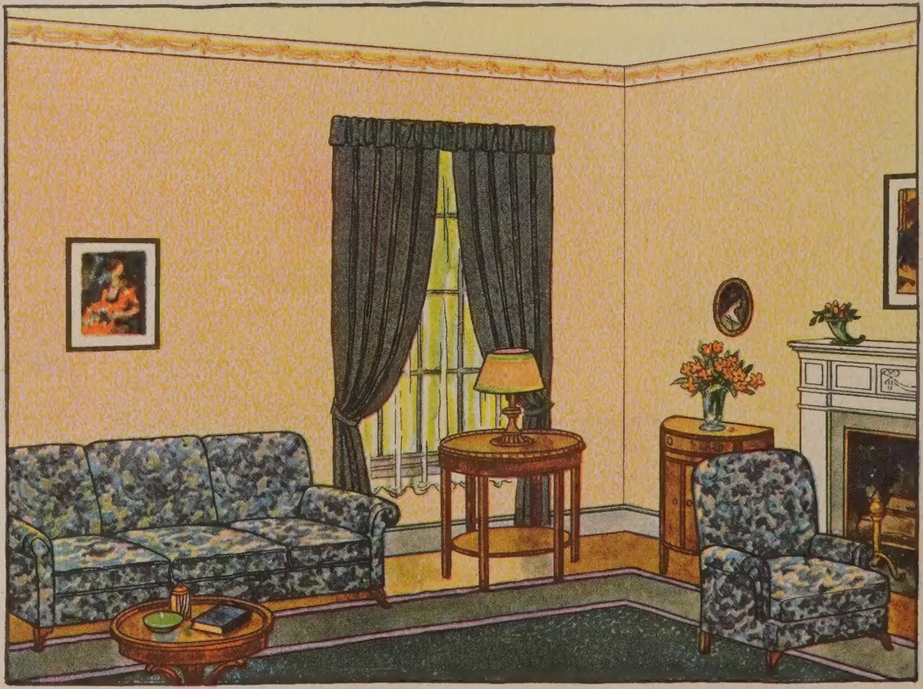
A very happy adaptation of the moderne in wall paper design is illustrated on the left. While primarily selected in this instance to illustrate how the right choice of wall paper can materially brighten up a rather dark room, it would be equally acceptable in a room that is naturally quite light. Moreover, like practically all others illustrated on these pages, this pattern will harmonize well with almost any style of furniture and with a wide range of colors in upholstery, hangings, rugs and incidental ornaments.

The design is simplicity itself as the illustration shows. The diagonal lines are in white and light shades of red, green and brown on a bright buff background. It is this very simplicity, however, which gives the design its undeniable charm and makes it suitable for such a variety of furnishings. This pattern is particularly well adapted for use with modernistic furniture.

ARISTOCRAT PATTERN NUMBER 8220

Although this pattern is quite intricate when considered in detail its effect on the wall is one of quiet simplicity combined with a richness and dignity of effect that would be hard to equal. The color combination of white on a field of golden buff is a most agreeable one. The texture of the paper itself adds much to the beauty of the design. It is embossed in a pattern resembling a popular style of rough plastering. This can be better appreciated by referring to the sample in the back of the book.

In addition to the color combination illustrated, this pattern will harmonize agreeably with fabrics that are predominantly brown, especially the reddish browns. It will also go well with shades of red, mulberry and some shades of green although not so well with blues. Dark masses against this background will make a striking contrast and at the same time very pleasing to the eye.



SEE ACTUAL SAMPLES OF ARISTOCRAT PATTERNS ILLUSTRATED ON THIS PAGE IN BACK OF BOOK

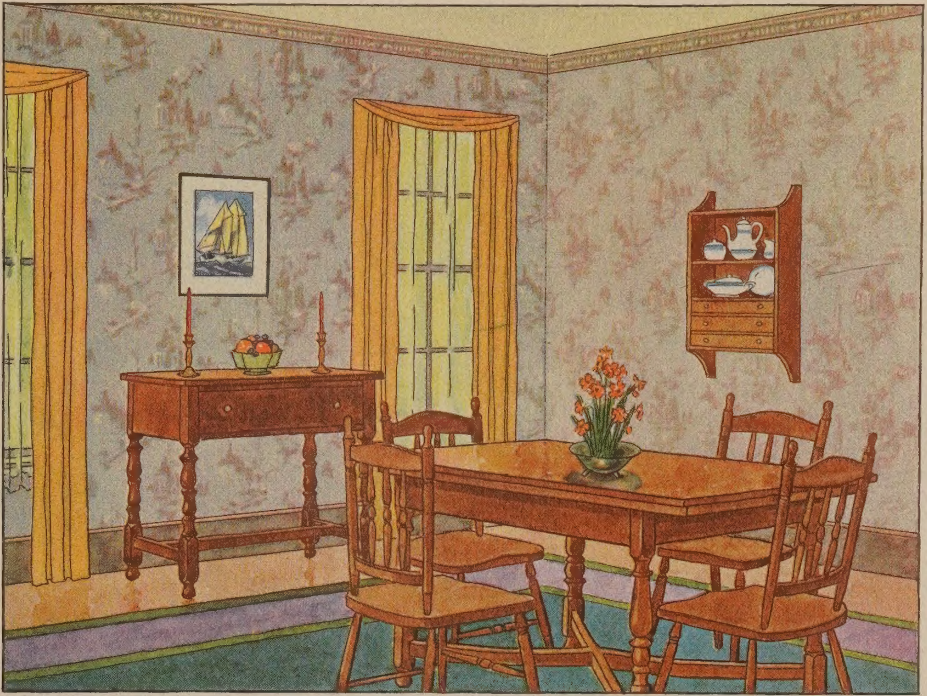
Two Excellent Examples of Good Taste In Dining Room Decoration

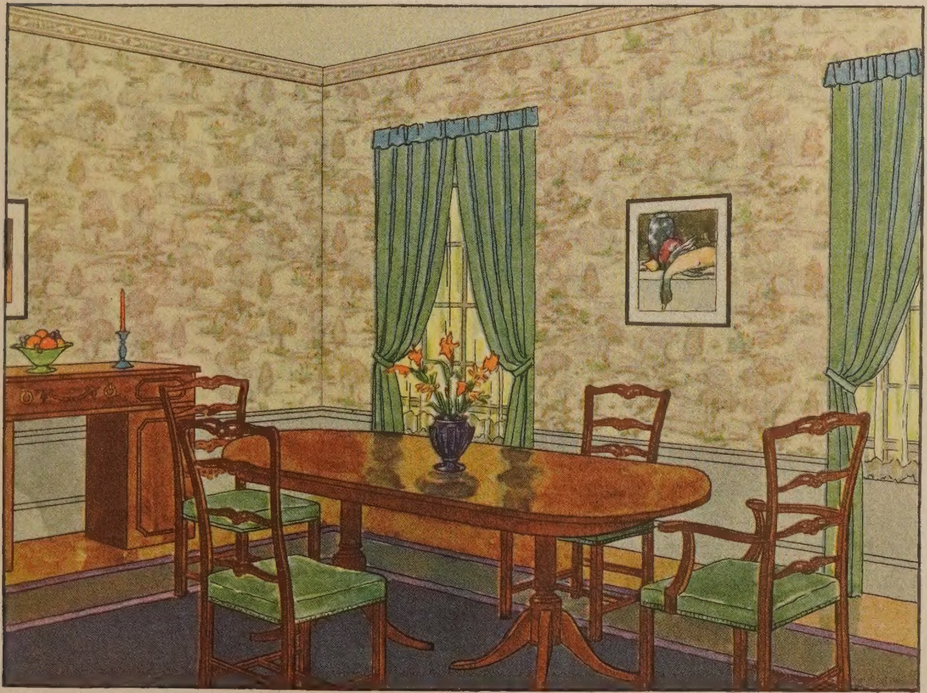
SOME psychologists claim that if we eat our meals in pleasant surroundings, we will not only enjoy our food more thoroughly but that it will digest more easily. Be that as it may, there is certainly no reason why our dining rooms should not be as bright and cheerful as any other room in the house. If you share that opinion, you can hardly fail to give your unstinted approval to one or both of the two dining rooms illustrated and described below. Here are walls that will be in good taste with nearly any type of furniture and which, while not highly colorful are most decidedly not dull or uninteresting. These patterns provide dignity without stiffness.

ARISTOCRAT PATTERN NUMBER 8098

Here is an ideal wall paper for the rather small dining rooms found in most homes of today. The unusual background color gives a sensation of spaciousness far greater than is indicated by actual measurements. The decorative motif is of a semi-classical nature printed in shades of light brown with traces of white and very light green.

There is just enough of a suggestion of perspective in the pattern to intensify the impression of spaciousness induced by the atmospheric depth of the background. The colors are, moreover, such as reflect most of the light that falls on them so that a room papered with this pattern will always be one of the brightest in the house. This paper also offers an admirable background for bright colors in draperies and other decorative units since its neutral tones will harmonize perfectly with an amazing variety of tints and color combinations.





ARISTOCRAT PATTERN NUMBER 7834

In this pattern, we again find the illusion of greater spaciousness than actually exists but it is obtained in a quite different way. This time the eye is tricked by the skillfully executed perspective in an interesting all-over scenic pattern. The impression of distance is intensified by a gradual softening of tones as the design blends into the background.

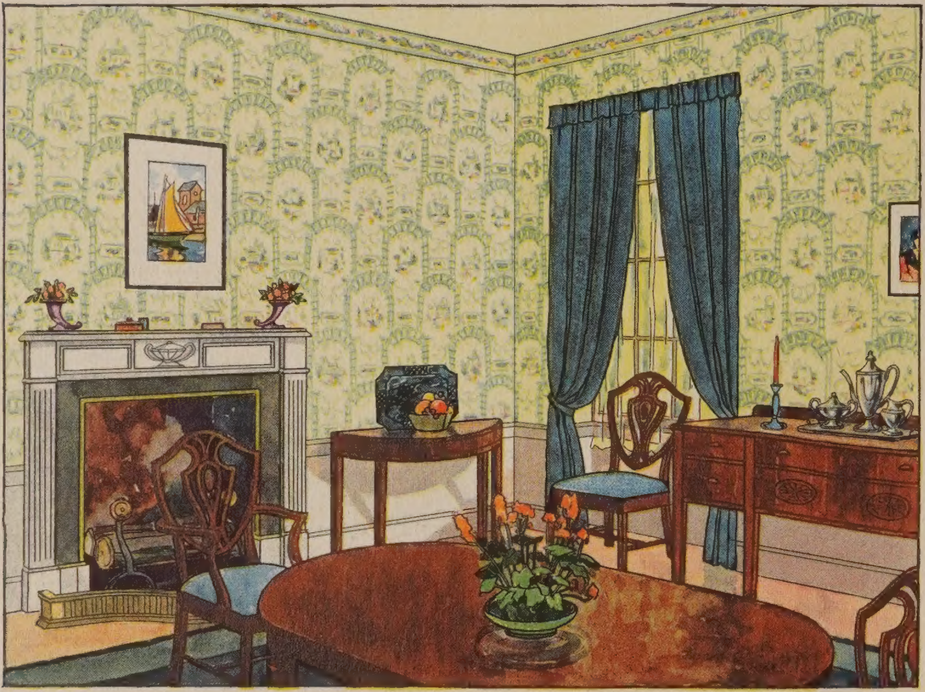
Particularly effective when used with a dado as illustrated, this pattern will be just as attractive if carried all the way down to the base board. Furthermore, since the dominant color is brown, it will harmonize with practically all colors suitable for upholstery, draperies and floor coverings.

Because the unit of design is quite large in this pattern, it is not advisable for rooms that are too small. For fairly large or medium sized rooms, however, it would be difficult to make a more appropriate choice.

SEE ACTUAL SAMPLES OF ARISTOCRAT PATTERNS ILLUSTRATED ON THIS PAGE IN BACK OF BOOK

Proof That Distinguished Appearance Need Not Be Costly

THE part that wall paper can be made to play in imparting an air of distinction and good taste to any room is convincingly demonstrated in the illustrations below. In both cases furnishings, rugs, draperies, pictures and incidental ornaments can be found in about any department store at very low cost. Yet, the composite effect in both cases is truly distinctive. This is largely due to the skillful use of wall paper design, not merely as a background, but as a prominent feature in the decorative scheme. When this is well done, the effect is always extremely pleasing even when, as in these examples, the paper used is quite inexpensive and within the reach of nearly everyone.



ARISTOCRAT PATTERN NUMBER 8630

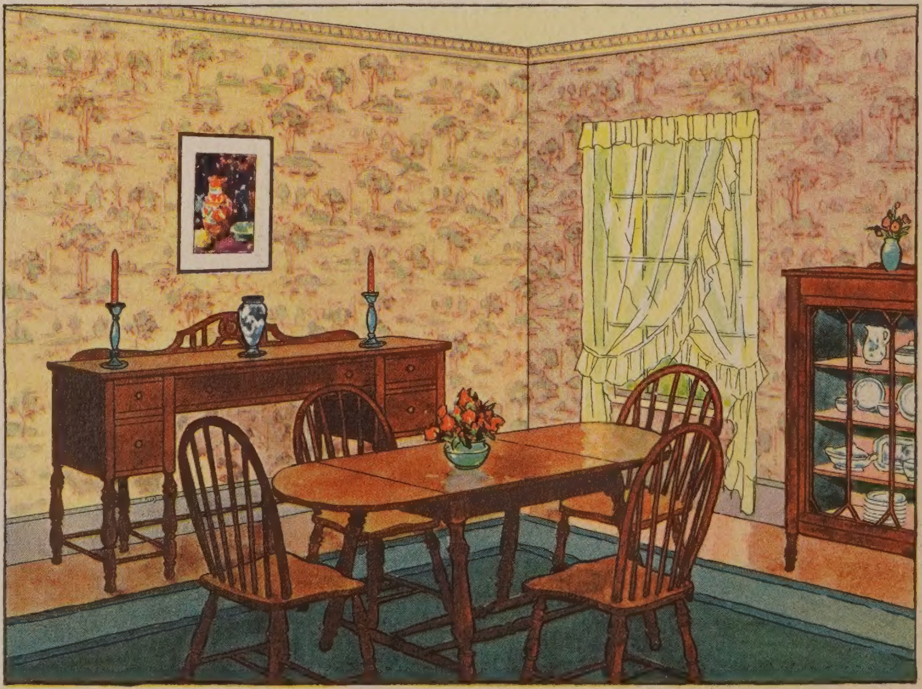
On a pleasingly textured background (see sample in back of book) graceful trellises intertwined with subdued autumn leaves, frame a most charming vista. An inviting summer house nestles among tall trees and shrubs with occasional bright banks of flowers to liven up the otherwise rather sober and dignified color scheme.

Note how colors of various ornamental features in this room are repeated in the various decorative units. It is always safe to follow this principle in selecting wall paper, especially if you are not gifted with a natural instinct for choosing harmonizing colors. Colors which harmonize in the design must necessarily harmonize with matching colors of other articles in the room. This is an especially safe rule to follow when using ARISTOCRAT patterns as every one is designed by a master artist with a highly developed sense of color values and harmony.

ARISTOCRAT PATTERN NUMBER 8746

Here is a most attractive example of the beautiful effects obtainable with scenic wall papers. Although the colors are quite subdued, they are far from dull or uninteresting. On the contrary, this is a design of which few people will ever grow tired. The placid waters, ancient castles, cozy cottages and quaint old mills suggest the quiet restfulness of rustic charm to a marked degree. There is also a feeling of great distance, of something beyond what the eye can see that challenges the imagination and keeps interest always alive.

While this pattern is particularly appropriate for furnishings of early American inspiration, it would also be in good taste with many other types of a not too formal nature. This pattern also gives the effect of spaciousness to the room. As for decoration the color choice is practically unlimited as regards draperies and furniture coverings.



SEE ACTUAL SAMPLES OF ARISTOCRAT PATTERNS ILLUSTRATED ON THIS PAGE IN BACK OF BOOK

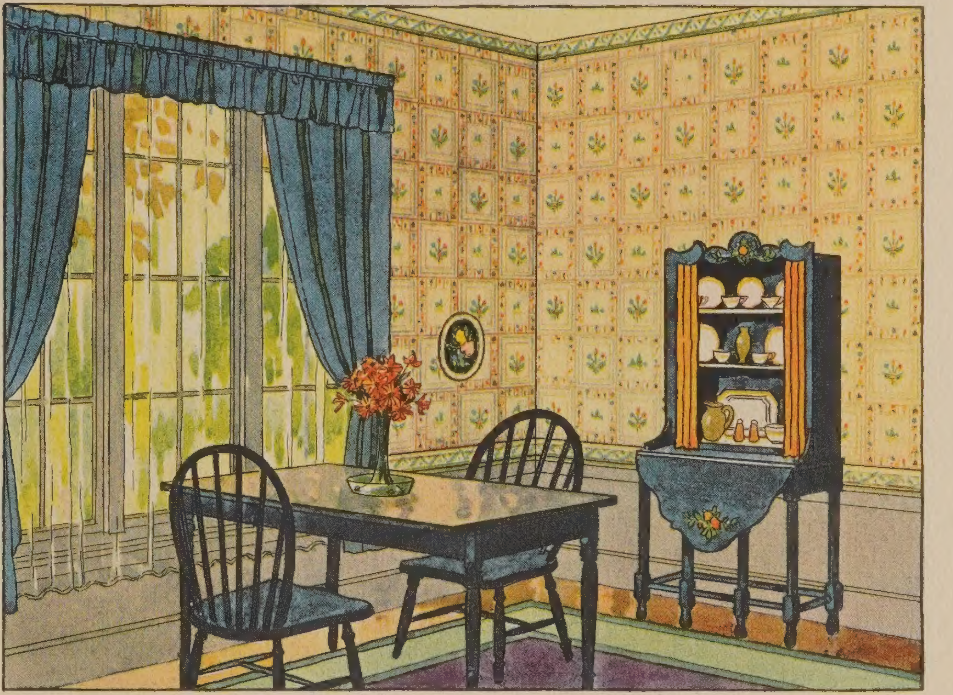
A Delightful Solution of Two Difficult Problems In Wall Paper Selection

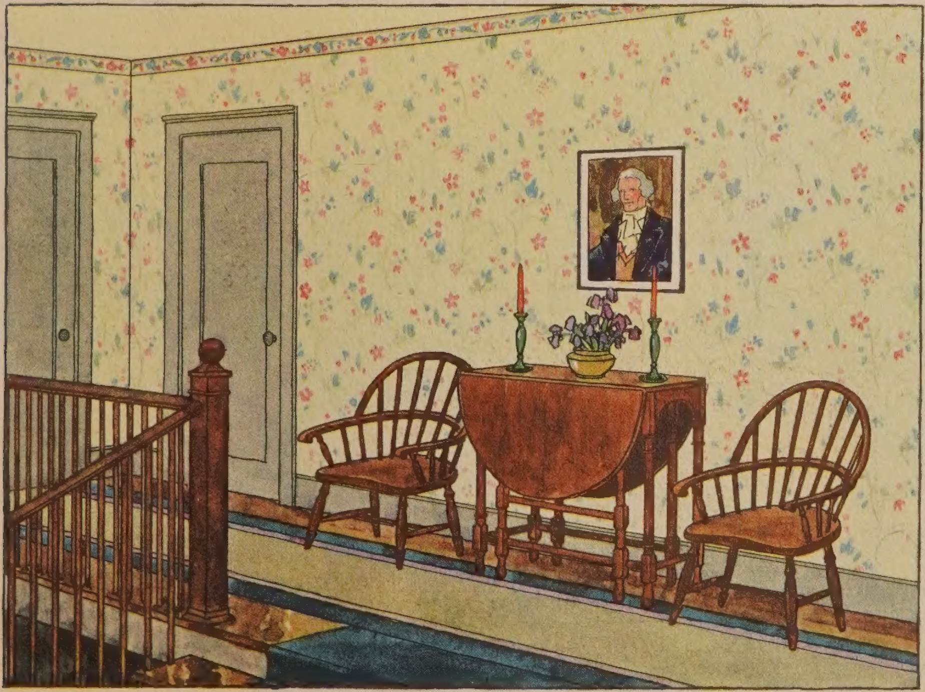
BREAKFAST rooms and upstairs halls offer difficulties in the selection of appropriate wall paper patterns found in no other part of the home. As a rule, they are quite small compared with other rooms and their wall surfaces, especially in halls, are not only small to start with, but are also very much broken up by doors and windows. They are also very much inclined to be gloomy and depressing as their limited outside wall space leaves little enough room for openings to admit daylight. The illustrations below show, however, that these handicaps can be very effectively overcome if enough thought is given to the problem of selecting appropriate papers.

Aristocrat Pattern
Number 8010

With this gay and rather whimsical pattern on your breakfast room walls, every morning meal should be a source of genuine pleasure. It's quite in the modern manner, primly ruled off into squares and rectangles but monotony is avoided by the delightful arrangement of bright colored posies and rather impressionistic green trees interspersed with tiny gilt stars and triangles. With this pattern the smallest breakfast room is given the appearance of having much larger dimensions.

The background is a very light, warm tan which will make the most of whatever daylight enters the room. The effect is, therefore, one of cosy cheer, just what is needed to put one in the right frame of mind for the day's work ahead. This is, moreover, a color that serves as an excellent foil for the bright colors so much in favor for breakfast room furniture and would harmonize equally well with natural wood colors, gay patterned drapes and floor coverings with tile effects.





Aristocrat Pattern
Number 8540

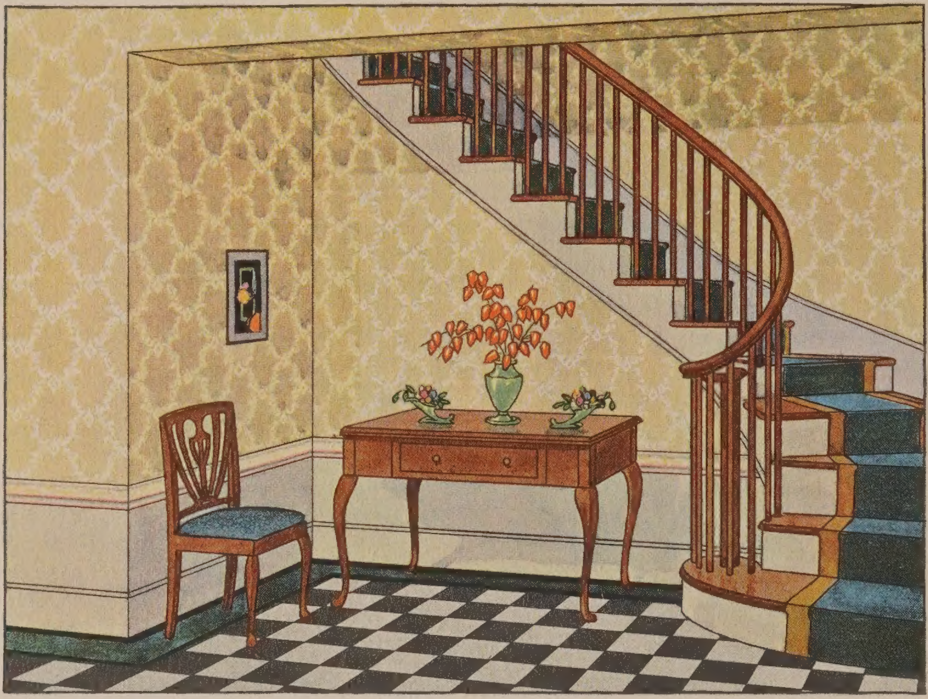
Almost invariably, the most poorly lighted area in any home is the upstairs hall. Frequently, the only outdoor light it gets is the little that is reflected or diffused up the stair well. All the more reason, therefore, for using the brightest paper we can find for this usually sombre spot. It would be difficult to find a pattern better suited to chasing gloom from the upstairs hall than is illustrated on the left. The paper is very lightly embossed with a pleasing fabric-like texture. The ground color is almost white covered with tiny silver motifs very closely spaced.

Bright sprigs of gay blossoms are strewn at random over all giving an effect of airy lightness that can only be suggested in a printed illustration. The principal colors are pastel shades of pink, blue, green and a delicate shade of raspberry. Decorative accessories like the ones illustrated will harmonize perfectly with this pattern.

SEE ACTUAL SAMPLES OF ARISTOCRAT PATTERNS ILLUSTRATED ON THIS PAGE IN BACK OF BOOK

Welcome Your Guest With An Attractive Entrance Hall

WHEN visitors enter your home, you naturally want their first impressions to be as favorable as possible. Just how favorable those first impressions will be depends very largely on how inviting you have made your entrance hall. What an important part the wall paper can play in giving distinction and charm to this part of the home is very aptly illustrated on this page. Indeed, you must depend almost entirely on the wall paper since there is usually little space for furniture. Give special thought to the wall paper for your entrance hall, therefore, as it is your principal means for imparting that air of hominess and hospitality that you want guests to feel.



ARISTOCRAT PATTERN NUMBER 8020

Light colored papers for halls are almost inescapable since they are usually small and with very limited means for admitting outside light. Dark wall paper makes the walls seem closer together than they really are and also absorbs so much light as to give the hall a rather gloomy aspect which is uninviting to say the least. Light colored walls on the contrary, give the impression of greater roominess than there actually is and by reflecting the light that falls on it, gives the whole space an air of brightness and cheer.

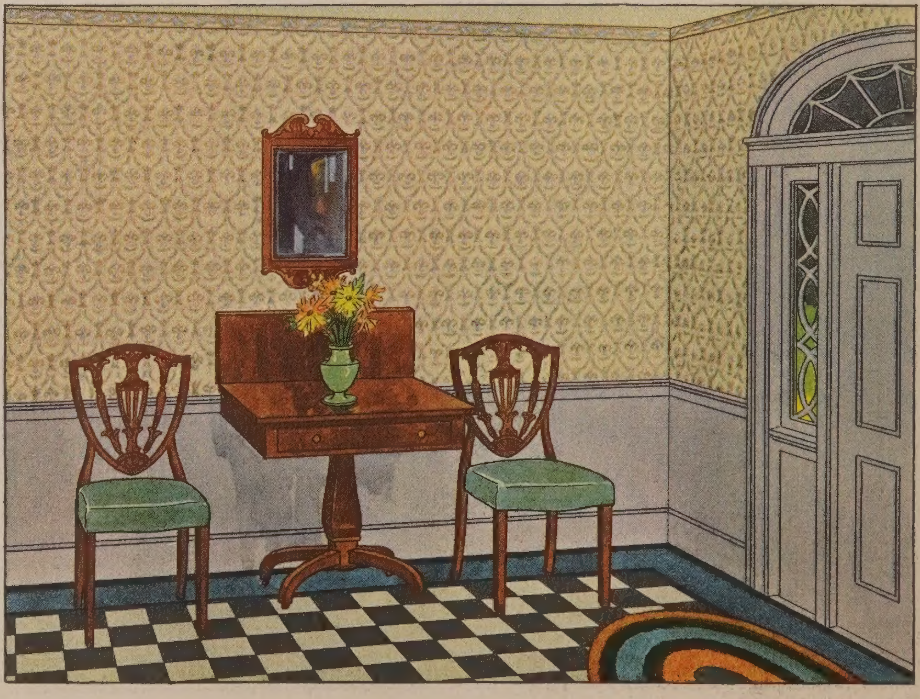
The illustration on the left shows this principle carried out most effectively. An intriguing all-over pattern in white on a rich, creamy, light tan background has a bit of the grand manner about it, yet is not lacking in the simple charm that we want our homes to have. The same pattern can be used with equally pleasing effect in a living room or dining room.

ARISTOCRAT PATTERN NUMBER 8710

The principles explained above were likewise the guiding factors in choosing the pattern for the hall shown on the right. Here again is a pattern of dignity and charm that will give an air of genuine distinction to any hall.

The paper itself is quite attractive, being lightly embossed with a very pleasing creped texture. A shadowy all-over pattern of conventionalized leaf clusters is superimposed on a light tan background which when the light strikes it just right appears to be suffused with a silvery grey haze.

At intervals throughout the pattern are small color accents in very delicate pastel blues, pinks and soft greens—a touch of color that is felt more than actually seen. These bits of color give the key for matching vases, lamp shades, rugs and the like, although you cannot go very far wrong with any color against this background.



SEE ACTUAL SAMPLES OF ARISTOCRAT PATTERNS ILLUSTRATED ON THIS PAGE IN BACK OF BOOK

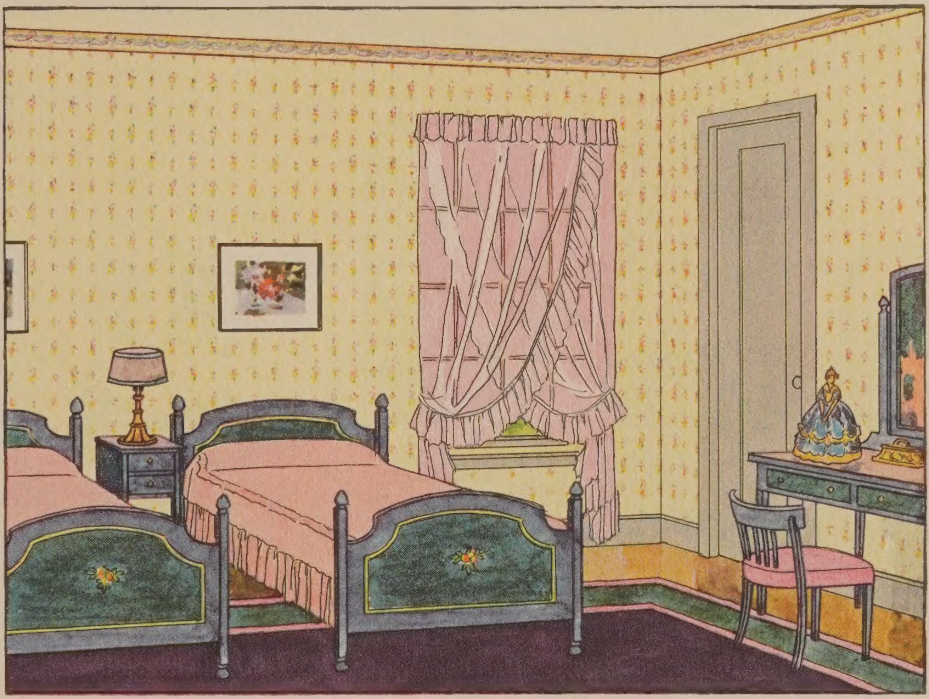
And Now Our Wall Paper Becomes An Aid To Restful Slumber

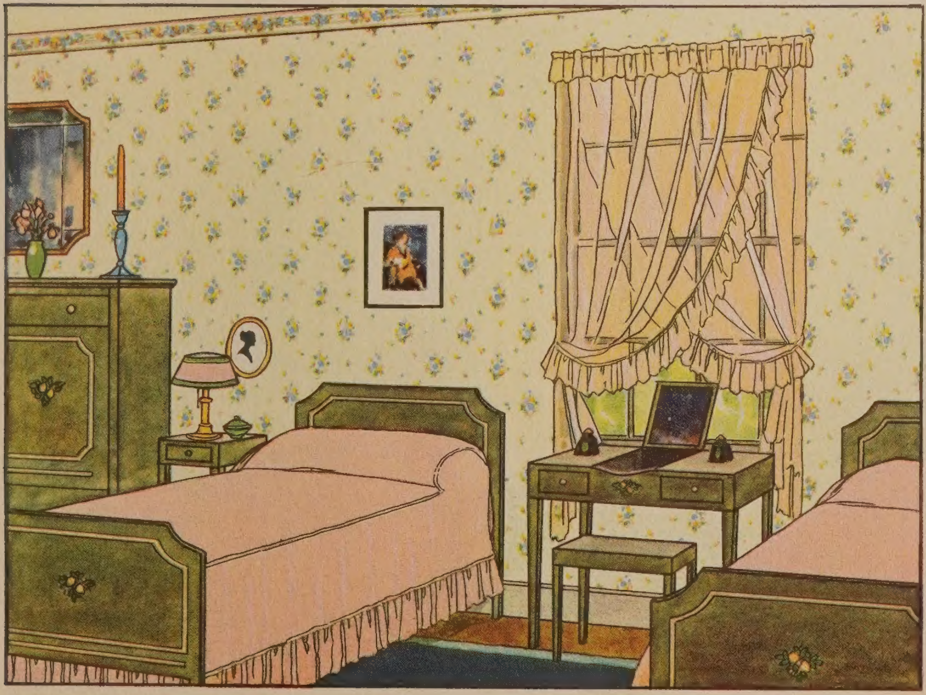
SCIENTISTS have discovered that the paper on our bedroom walls has a marked influence on the ease with which sleep comes and on the degree to which it rests us. They tell us that it is not our conscious mind that is affected but that subconscious impressions of which we are wholly unaware lull us swiftly into restful slumber or the reverse. For that reason, the patterns illustrated on this and the following page have been chosen with consideration for possible psychological influence as well as for their decorative value. In making your own selections, however, you may consider it a safe rule that a pattern which you find pleasing will not interfere with your slumber.

ARISTOCRAT PATTERN NUMBER 7780

The atmosphere of restfulness and quiet so desirable in a bedroom is admirably achieved in this delightful composition. Much of its beauty has necessarily been lost in the illustration because the dainty sprays of wild asters with their not too gay knots of golden brown ribbon are too small to reproduce effectively in greatly reduced size. On referring to the sample in the back of this book, however, you will appreciate how beautifully the colors in this pattern harmonize with other articles in the room.

Here again, the principal of matching colors in wall paper with those of articles already in the house is very strikingly shown. This avoids all possibility of even the slightest color clash which is probably even less desirable in a bedroom than in any other part of the house. This pattern lends a highly desirable brightness and cheerfulness to the room.





ARISTOCRAT PATTERN NUMBER 8160

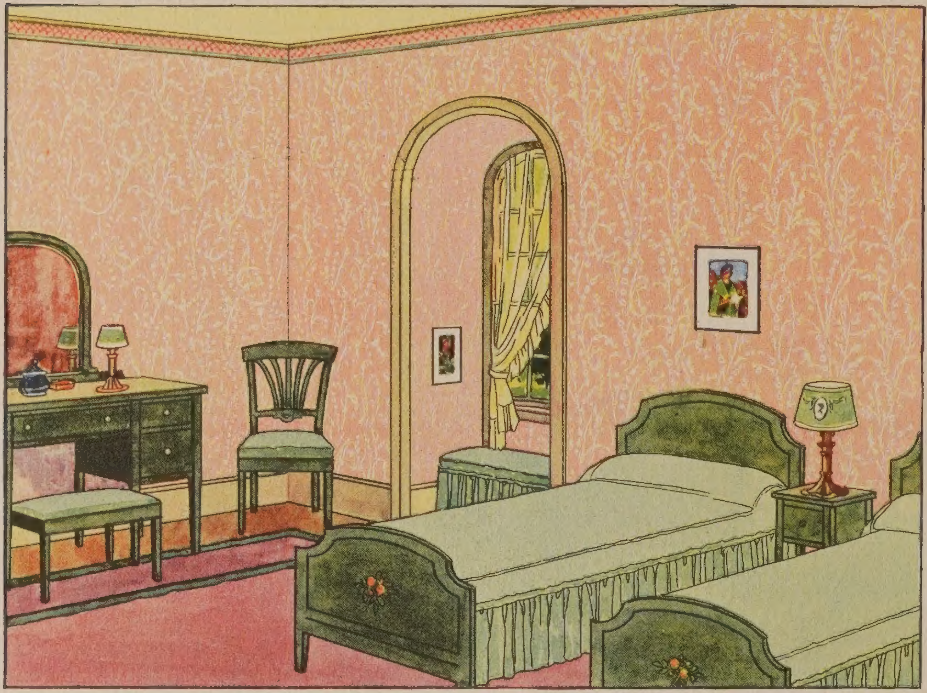
A particularly bright and charming pattern is the one illustrated on the left with its delicate little bouquet of impressionistic posies sprinkled about on a neutral colored background. The various tints of yellow, blue, pink, green, lavender and light brown make this design adaptable for use with a wide variety of color combinations in curtains, spreads, floor coverings and bedroom furnishings.

If this pattern appeals to you, therefore, you will doubtless find that you can easily arrange quite as pleasing a bedroom as the one pictured without having to buy anything new. If not, any dealer handling ARISTOCRAT Wall Papers can show you numerous similar patterns at least one of which will contain the color elements and other factors you require. You will find that he has an assortment varied enough to fit practically every need, every taste and every pocketbook.

SEE ACTUAL SAMPLES OF ARISTOCRAT PATTERNS ILLUSTRATED ON THIS PAGE IN BACK OF BOOK

Let Your Bedroom Be An Expression of Your Own Personality

THE living room, dining room, bathroom and, to a lesser extent even the kitchen, are common possessions of the whole family. In most homes, therefore, several tastes must be satisfied in decorating such rooms. Your bedroom is different. That is your very own. There you can and should indulge your own personal preferences to the fullest extent in your choice of wall paper. Select a pattern because you like it. Then your bedroom will be a place where you can feel at ease—a veritable haven of refuge. Follow this rule and you will learn that others, as well as yourself, find your room most pleasing because it is so definitely an expression of one personality.



Aristocrat Pattern Number 7964

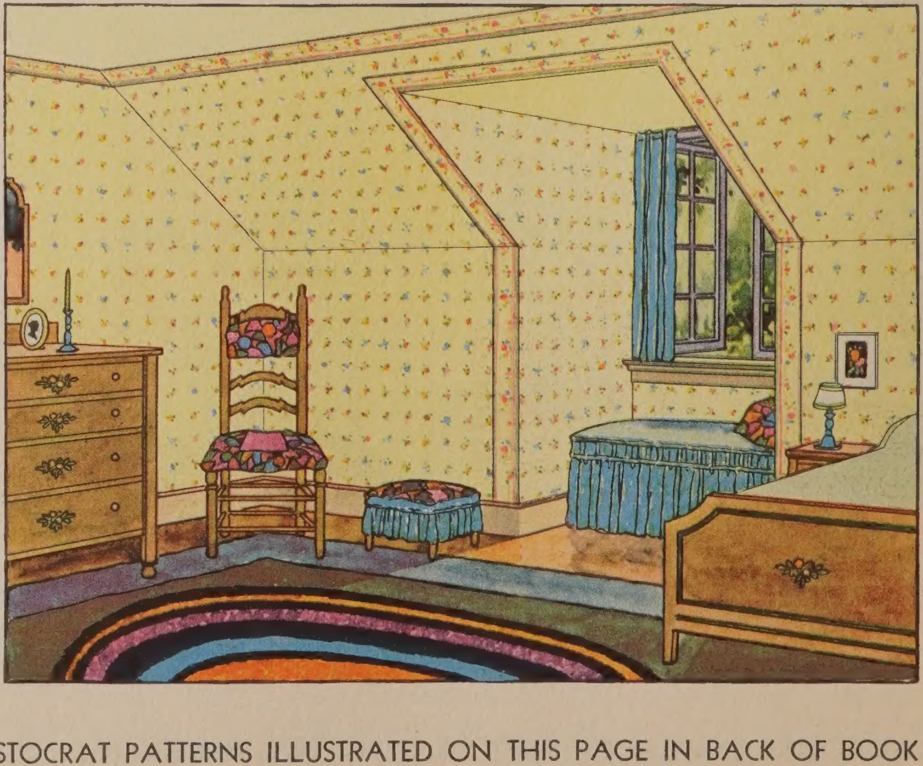
For a person whose tastes run to the unusual, here is a bedroom that can hardly fail to win unstinted approval. The wall paper with its delicate fern-like tracing of white on a soft old rose background is one of unusual beauty even when considered apart from its surroundings. When seen in proper harmony with furnishings as in the illustration, the effect is sure to win enthusiastic praise from all who see it.

Be extremely careful, however, what colors you place against this background. The color combination shown in the illustration is probably the ideal, but if you don't like green, ivory or the lighter greenish blues might predominate. The all white fad might also find expression here, although it would be rather cold looking. Color accents of Chinese vermilion or cobalt blue can be used, but sparingly. A light grey rug with a black border would be an acceptable alternate for the one pictured.

Aristocrat Pattern Number 7570

In decided contrast with the strikingly modern effect pictured above is that of the cozy little room on the right. For a person of homey, rather old-fashioned tastes, here is a wall paper suggestion that should find a hearty welcome. Gay little blossoms arranged in neat, orderly rows seem naturally to demand bright flowered cretonnes, patchwork cushions, old fashioned prints and odds and ends of furniture. This is the kind of room in which one can truly relax—a little world to itself where stiffness and formality have no place.

A rather unusual touch is suggested by our artist in showing the window sash painted to match the dainty Canterbury bells on the wall paper. A repetition of this and colors matching flowers of the pattern is found in the hooked or crocheted rug on the floor. Simplicity of ornaments should be maintained throughout in a room of this character.



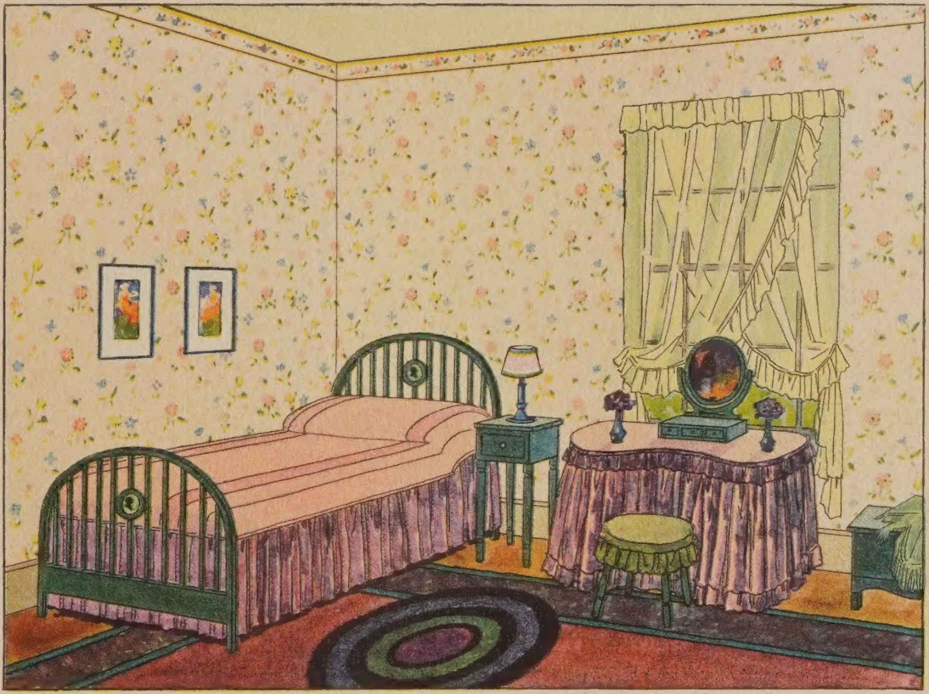
SEE ACTUAL SAMPLES OF ARISTOCRAT PATTERNS ILLUSTRATED ON THIS PAGE IN BACK OF BOOK

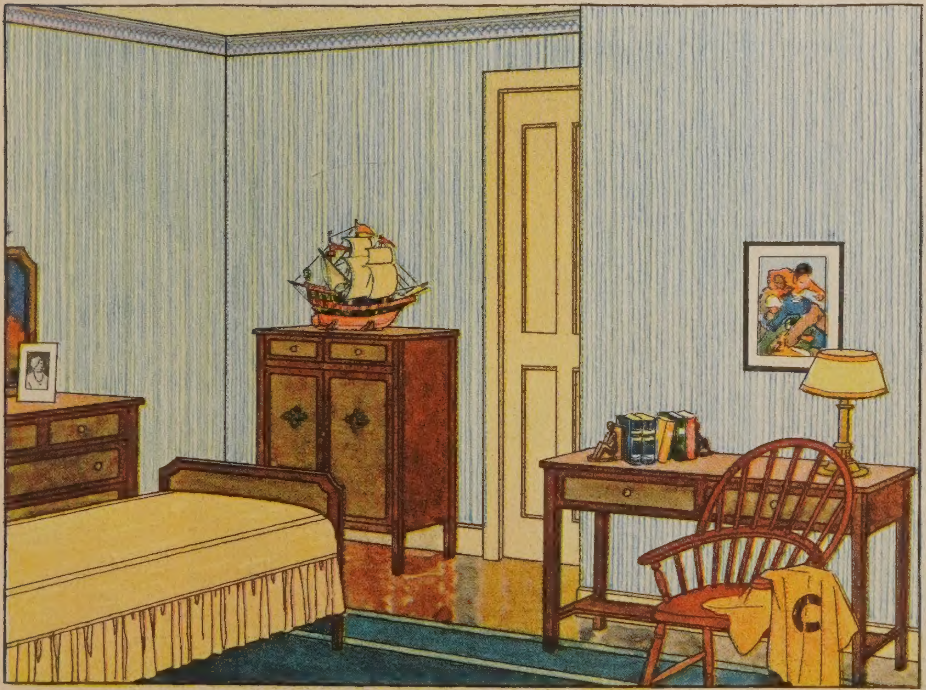
Havens of Retreat For The Family's Older Boy or Girl

WHEN our children reach that difficult age of adolescence they begin to exhibit what we older folk are likely to consider some very peculiar traits. One which is especially characteristic of this period is the desire which frequently overwhelms them to be completely alone, to have some private retreat which is their very own into which they can retire and shut out the rest of the world completely. Then, if it is at all possible, the youngster should have a room to himself or herself where that irresistible yearning for privacy can be satisfied and personal treasures can be adequately safeguarded. The two rooms below were designed expressly for boys and girls of this age.

ARISTOCRAT PATTERN NUMBER 8044

It is probably safe to say that the teen age miss is yet to be born who would not be thrilled beyond words to have a room like this. The wall paper furnishes the keynote of a decorative scheme which is delightfully feminine and especially suitable for a young girl's room. Especially interesting are the bright flowers scattered over the wall with such gay abandon. They appear to have been clipped from colorful ginghams and appliqued onto the paper. From these flowers are derived the colors of other features making a harmonious whole, not too quiet for the juvenile love of liveliness and sparkle yet not so boisterous in tone as to destroy that air of restfulness which this age so urgently needs. The possible variations of the plan our artist has shown are almost infinite in number but it would be difficult to imagine a more appropriate solution of this particular problem in wall paper selection than he has worked out for us here.





ARISTOCRAT PATTERN NUMBER 8186

For the young lad just on the threshold of manhood, here is a room that should fully satisfy all his ideas as to the fitness of such things for his peculiar requirements. This is a man's room he feels. Its rugged simplicity so free from effeminate fripperies suggests to him the sterner qualities that a man's own private domain should have.

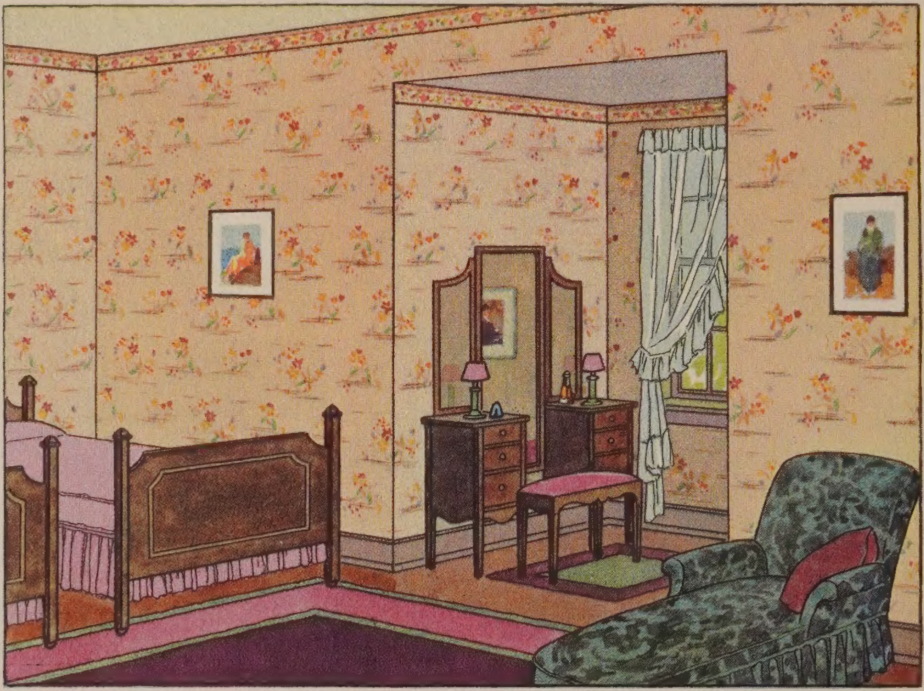
The wall paper plays a very prominent part in creating this feeling. The design is simplicity itself, straight vertical lines of silvery white, light reddish brown with various shades of blue running unbroken from baseboard to ceiling. It is this very simplicity which will commend itself to the boy's mind even though he will probably never be consciously aware of that impression. He may perhaps object to the bed covering which the artist has introduced for artistic harmony. If so, why not let him have his way? After all, it is his room, isn't it?

SEE ACTUAL SAMPLES OF ARISTOCRAT PATTERNS ILLUSTRATED ON THIS PAGE IN BACK OF BOOK

Overcoming Architectural Limitations With The Help of Design

ALMOST every home has at least one room that is poorly proportioned. Either the ceilings seem too high for other dimensions or it is oppressively low. It is, of course, out of the question to make any physical changes. By employing a familiar optical illusion, however, we can in a measure compensate for such shortcomings.

Everybody knows that if a very stout woman wears a dress with stripes or ruffles running horizontally, she appears broader than ever. A thin person seems even thinner and taller wearing vertical stripes. The illustrations below show how this same principle makes rooms look either higher or lower than they actually are.



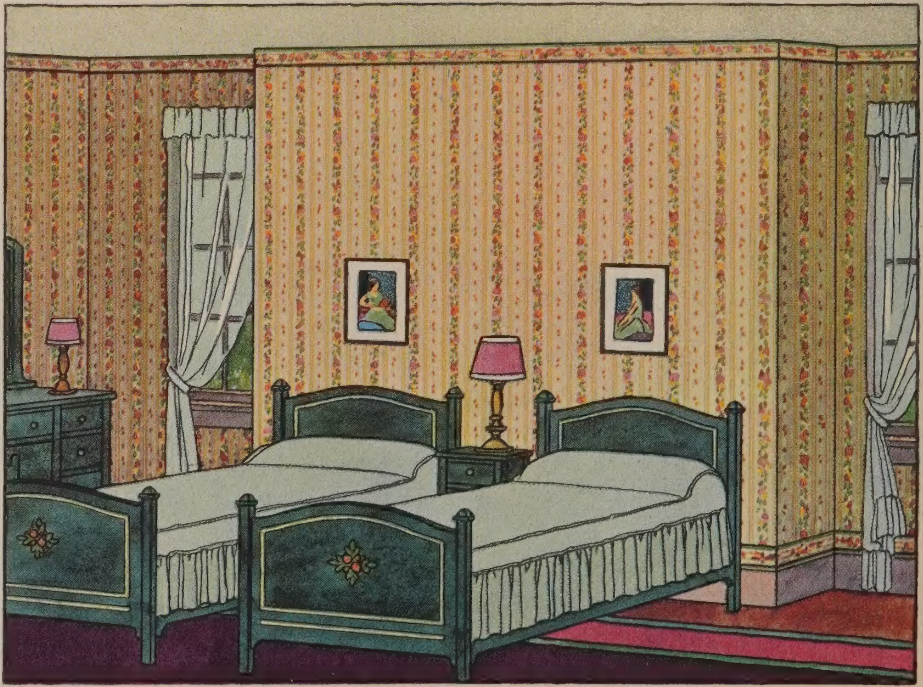
ARISTOCRAT PATTERN NUMBER 8144

The height of this room being excessive in relation to its length and breadth makes the ceiling much too far overhead to be artistically pleasing. To correct this faulty proportion or, rather to make our own eyes believe it has been corrected, we adopt the very practice which stout women of good taste so studiously avoid. We merely re-paper the walls with a pattern in which the principal trend of the design is horizontal instead of vertical. The eye naturally follows the most prominent lines. This distracts the mind from the naturally vertical lines of the wall, thereby creating an illusion of better proportions.

The usefulness of the pattern illustrated is, however, by no means limited to this one application. It would not be at all surprising if, in referring to the sample in the back of the book, you should decide that this is just the thing for your living room or dining room.

ARISTOCRAT PATTERN NUMBER 8442

Now, we want to accomplish just the reverse of what we did in the illustration above. We want the ceiling to seem farther away from the floor, not nearer to it. So instead of a wall paper with a design that runs horizontally we select one with a decidedly vertical pattern. In this instance, we can achieve an even more pronounced effect because, while it is not practical to produce a popular priced wall paper with actual stripes running parallel to the floor, it is altogether practical to produce one with unbroken stripes running from baseboard to ceiling, as in the very attractive pattern illustrated. This pattern also has a much wider range of usefulness than is illustrated here. The eye being attracted to these vertical lines causes the mind to forget about the horizontal trend of the wall itself. To whatever extent the sense of sight is deceived, the apparent height of the room seems to be increased.



SEE ACTUAL SAMPLES OF ARISTOCRAT PATTERNS ILLUSTRATED ON THIS PAGE IN BACK OF BOOK

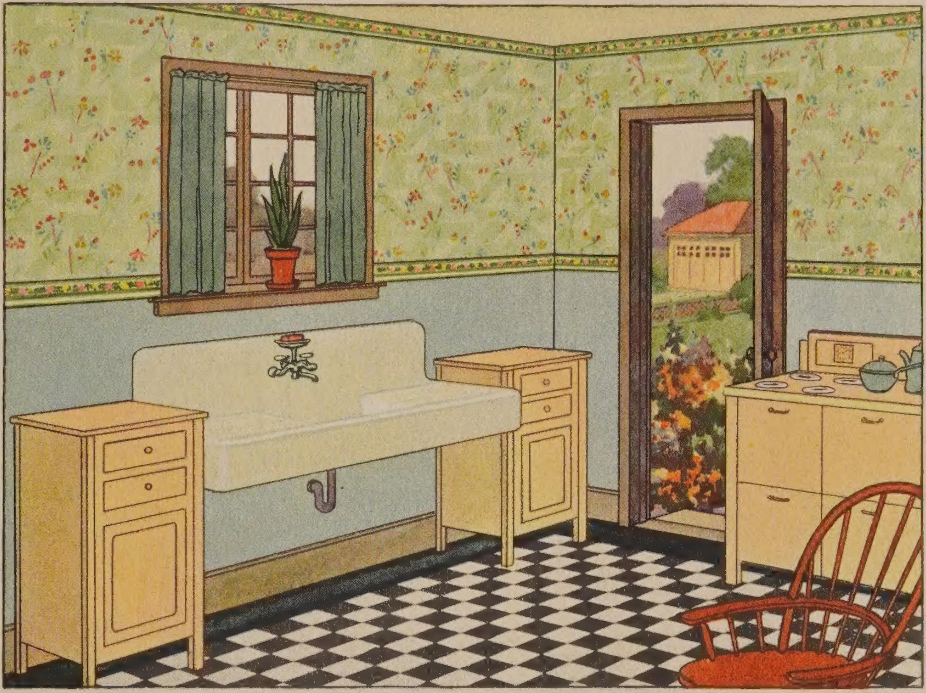
Attractive Papers For Our Kitchen and Bathroom

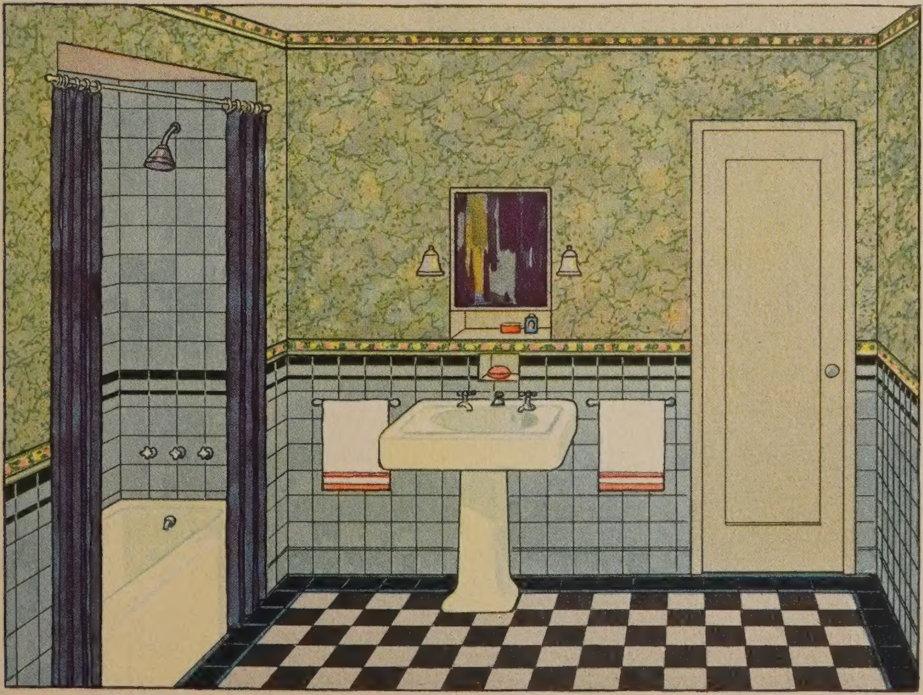
MERELY because the kitchen and bathroom serve purely utilitarian purposes, it does not necessarily follow that they need be less attractively papered than other rooms. To be sure, the bathroom paper may be subject to some splashing and the kitchen paper is sure to receive a deposit of greasy stains from cooking. Consequently, we choose engraved papers so they can be sponged off occasionally to restore their original brightness. This, however, calls for no sacrifice of attractiveness as the illustrations below and the corresponding samples in the back of the book conclusively prove. The patterns harmonize beautifully with those restful shades of green so generally used today.

Aristocrat Pattern
Number 8844

The kitchen being the housewife's work-shop is perhaps the one room in which she spends more time than any other. She cannot be blamed therefore for wanting to have the walls she must look at so much made as attractive as possible. This desire can be very easily and inexpensively gratified by decorating your kitchen as illustrated on the right.

The pattern shown is a most unusual as well as a very pleasing one. The background of white and shaded greens is blocked off into rectangles of varying sizes and proportions. Over this background is strewn at random gay varicolored posies executed in a distinctive modernistic manner which is as attractive as it is novel. This pattern provides a very pleasing contrast with white sink, stove and refrigerator. With the lower part of the wall painted in blue, we have a kitchen that any lady in the land might well be proud of.





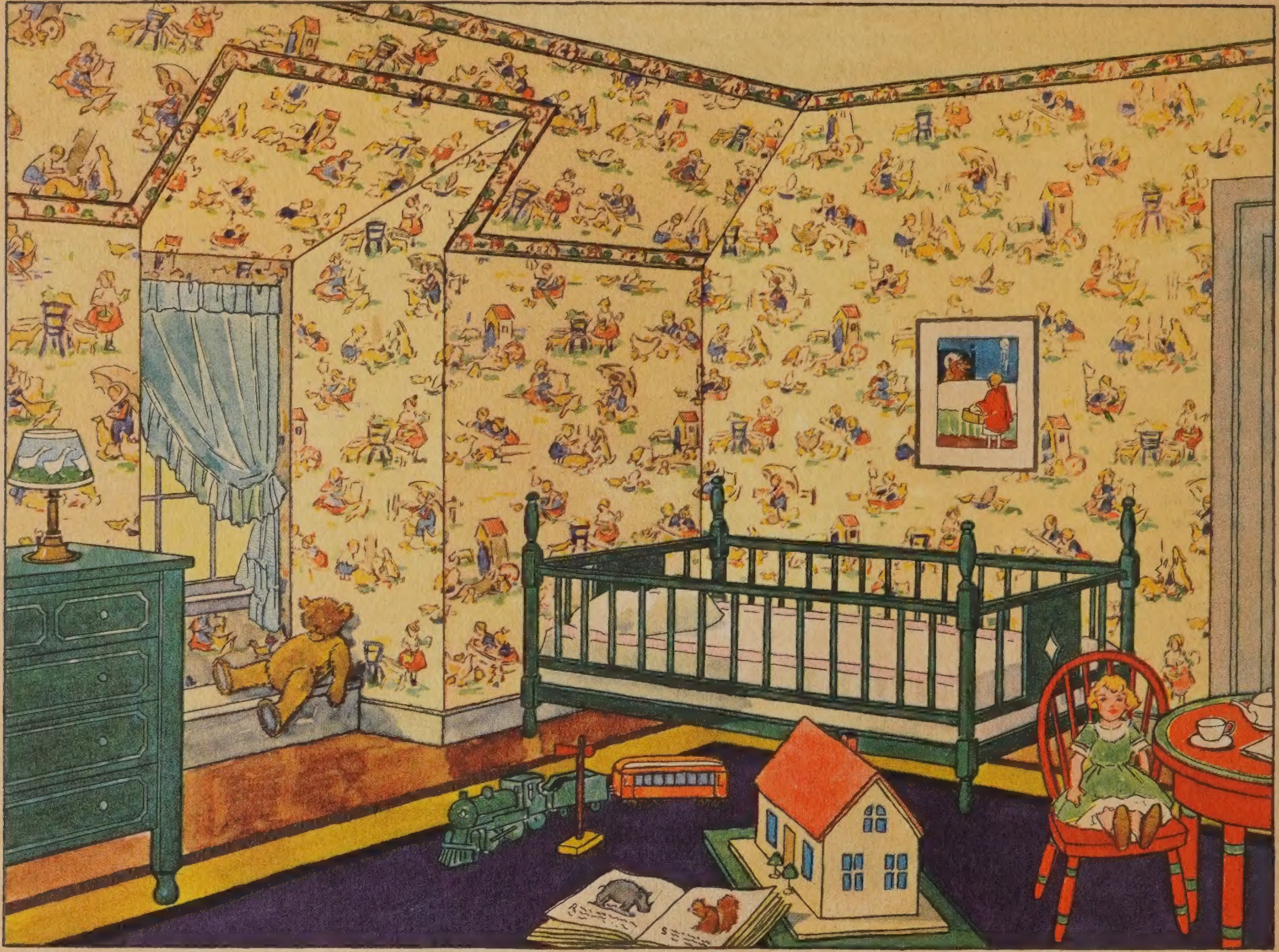
Aristocrat Pattern
Number 8792

The aim in papering bathroom walls is more than a merely decorative one. The color and pattern should combine to suggest the idea of cleanliness in addition to presenting a pleasing appearance. The surface of the paper should also be thoroughly treated so that it will not waterspot nor become faded and streaked by the steam arising from shower and tub.

The illustration on the left and the actual paper sample in the back of the book shows how thoroughly all these requirements are satisfied in this particular pattern. This pattern, by the way, would look equally well with the lower wall tiled or painted in ivory, light green, pink, lemon yellow or orchid. You will find it very easy to select shower and window curtains to match this paper. Other engraved papers equally suitable for kitchen or bathroom may be seen by calling any ARISTOCRAT dealer.

SEE ACTUAL SAMPLES OF ARISTOCRAT PATTERNS ILLUSTRATED ON THIS PAGE IN BACK OF BOOK

A Delightfully Juvenile Room For Those Who Are Still Very, Very Young



AN ACTUAL SAMPLE OF THE ARISTOCRAT PATTERN (No. 7920) SHOWN ABOVE FACES THIS PAGE.

CALL it a play-room, nursery or what you will, it just doesn't seem right to paper the room which is the special province of your little ones, with the same sober and dignified patterns we older folks find so satisfactory. It costs no more, if as much, to give them something more in keeping with their tender years and not so well educated tastes. We cannot fail to be well repaid for the consideration thus shown them in the pleasure they will derive from a room papered like the one illustrated above.

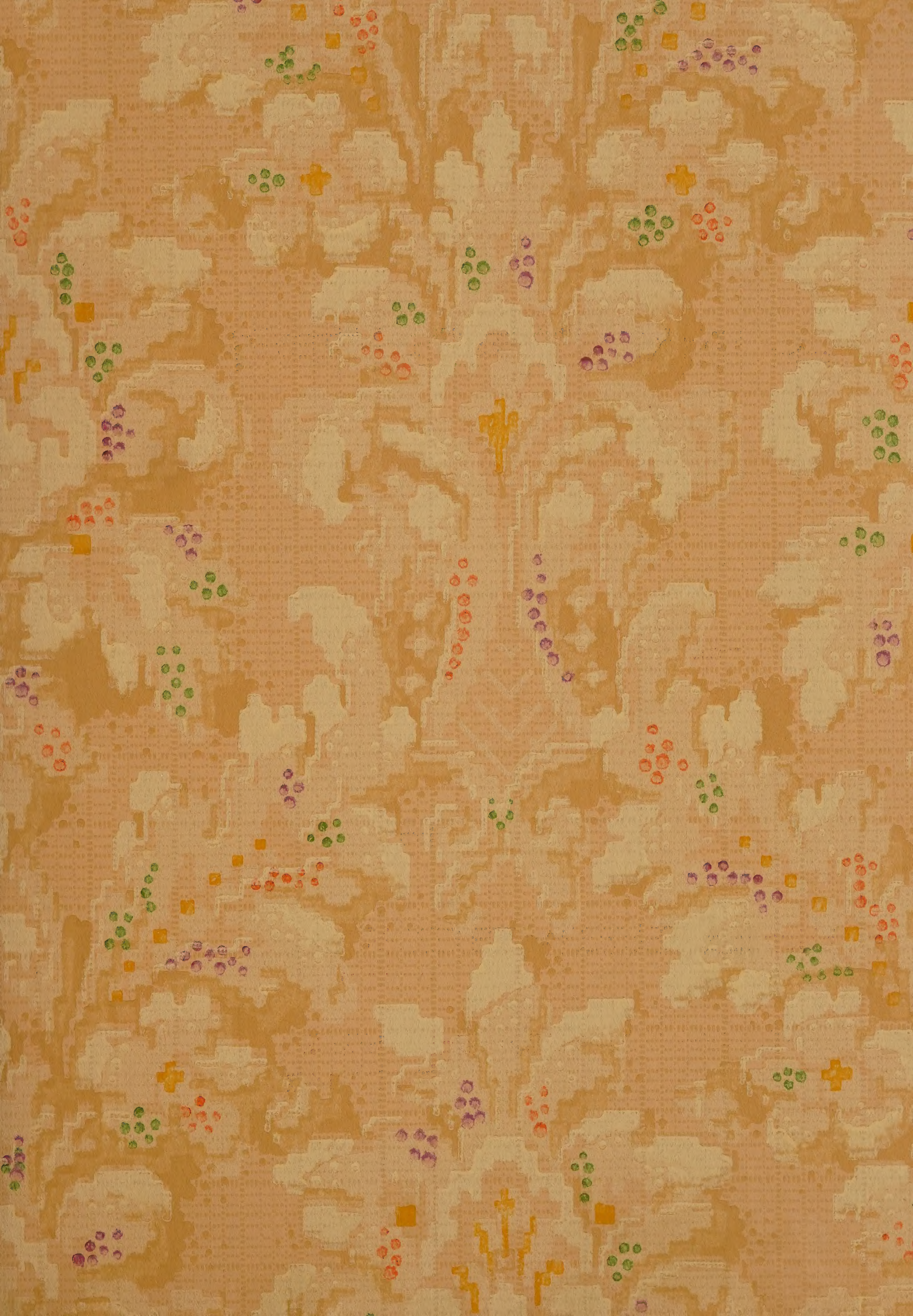
It should be easy for any parents to picture the glee of their little ones on entering such a room after the paper hanger is gone and things have been restored to their rightful places. Think, too, what a wealth of stories any mother with half an imagination can invent about the various characters. For example, there's the ill-advised young fellow a-sail in a tub piloted by two wee ducklings; he should be good for one story at least. And there's that good old mamma dog with the tiny puppies that look so much like baby lions. Maybe they are baby lions lost from a circus or "somepin." Let's pretend they are anyway—and there's another story.

But, let's stop fooling ourselves, of course we're selecting this pattern because the kiddies will enjoy it so hugely but that's not our only reason. Down in our hearts we know that we are going to like it ourselves and we are going to find a lot of excuses for spending time in that room so we can study those funny little pictures and live over for the moment at least, some of the best parts of our own baby days. Come, come now, mother and daddy—let's be honest. Isn't that true?

ARISTOCRAT WALL PAPERS

DUOFAST COLORS — WASHTEX FINISH

PATTERN No. 7920



ARISTOCRAT WALL PAPERS

DUOFAST COLORS — WASHTEX FINISH

PATTERN No. 7752

ARISTOCRAT WALL PAPERS

ARISTOCRAT WALL PAPERS

DUOFAST COLORS – WASHTEX FINISH

PATTERN No 8706

DUOFAST COLORS — WASHTEX FINISH

PATTERN No. 7880

ARISTOCRAT WALL PAPERS

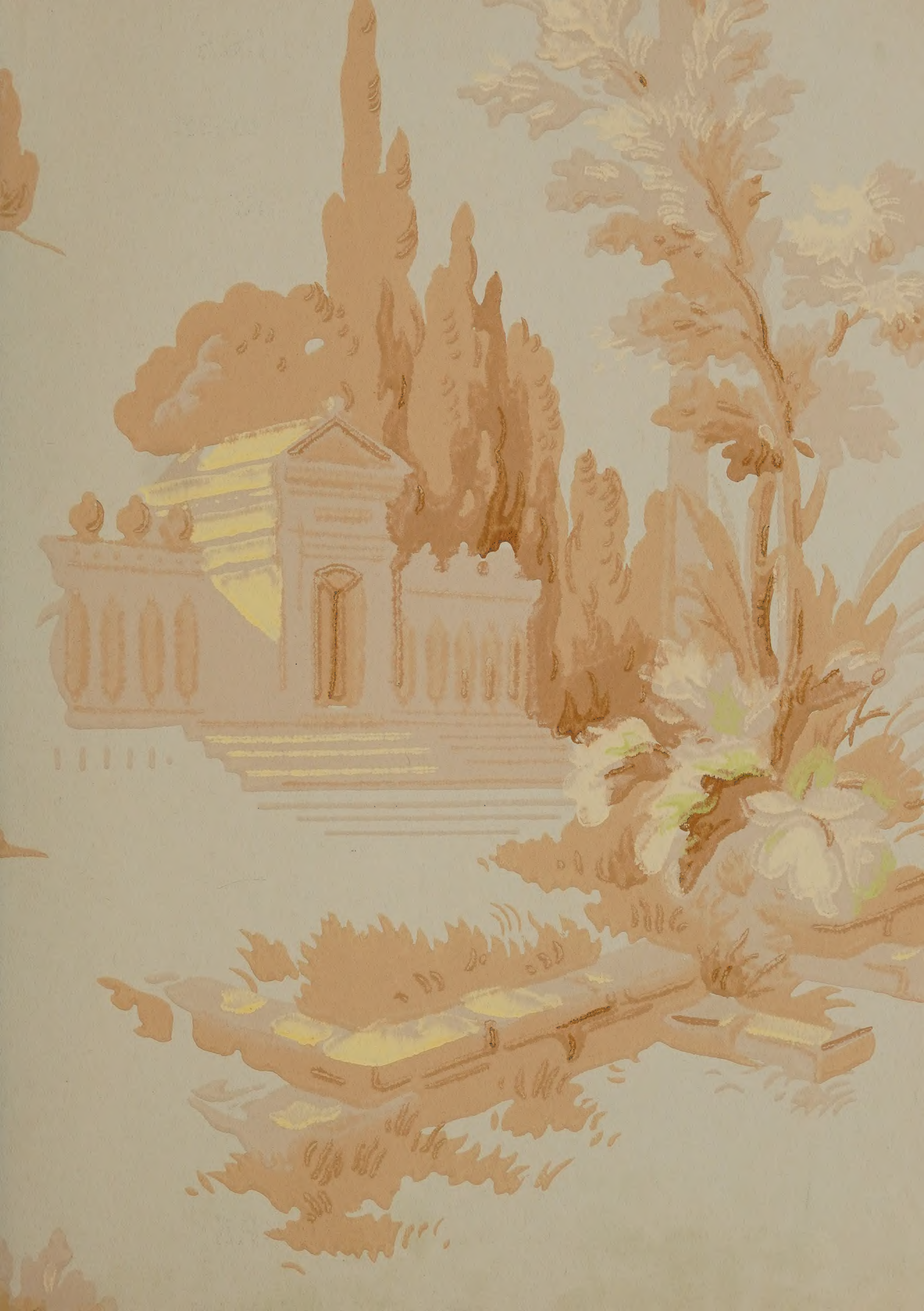
DUOFAST COLORS — WASHTEX FINISH

PATTERN No. 7880

ARISTOCRAT WALL PAPERS

DUOFAST COLORS — WASHTEX FINISH

PATTERN No. 3220



ARISTOCRAT WALL PAPERS

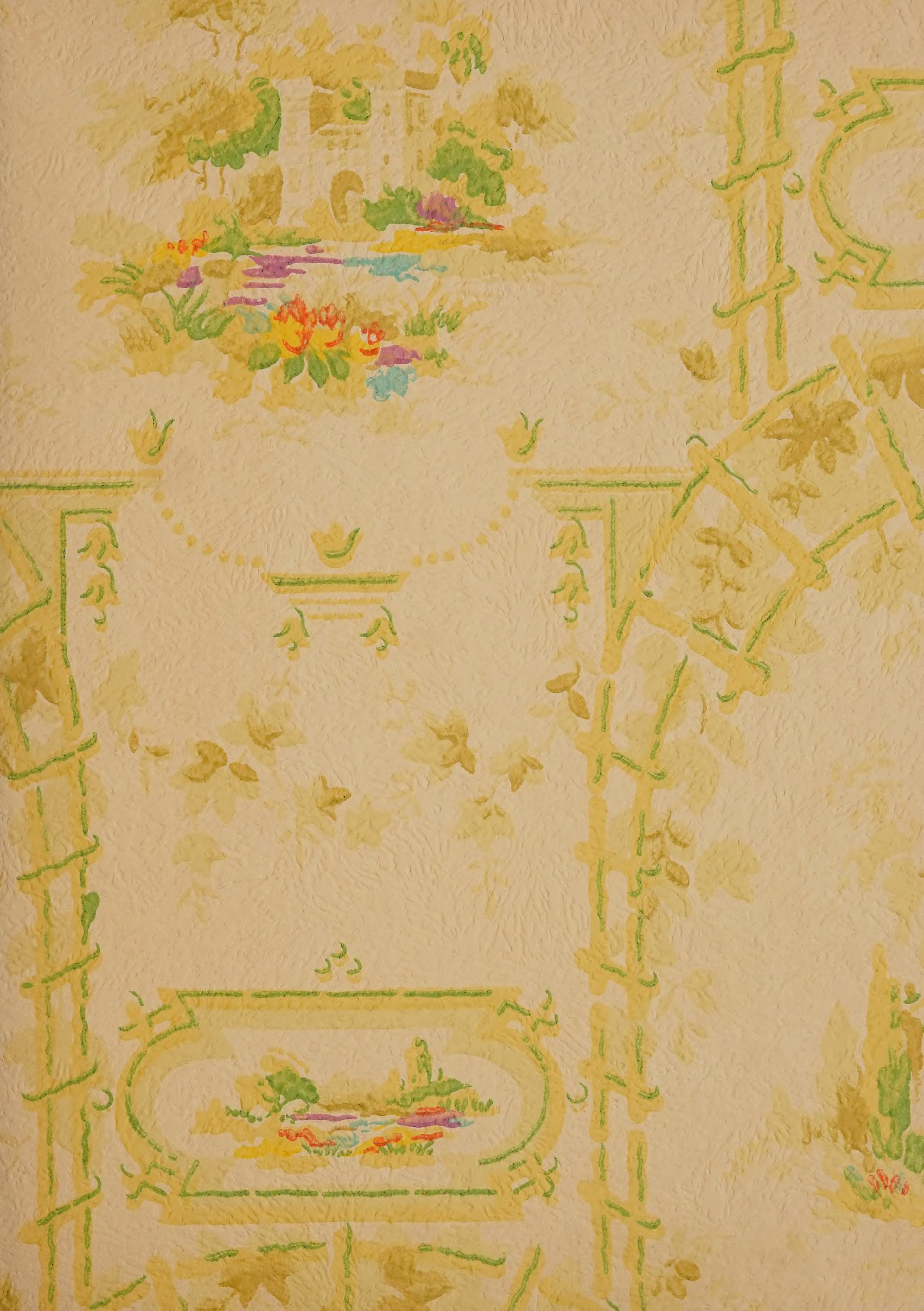
DUOFAST COLORS — WASHTEX FINISH

PATTERN No. 8098

ARISTOCRAT WALL PAPERS

DUOFAST COLORS — WASHTEX FINISH

PATTERN No. 7834



ARISTOCRAT WALL-PAPERS

DUOFAST COLORS — WASHTEX FINISH

PATTERN No 8630

ARISTOCRAT WALL PAPERS

DUOFAST COLORS — WASHTEX FINISH

PATTERN No. 8746

ARISTOCRAT WALL PAPERS

DUOFAST COLORS — WASHTEX FINISH

ARISTOCRAT WALL PAPERS

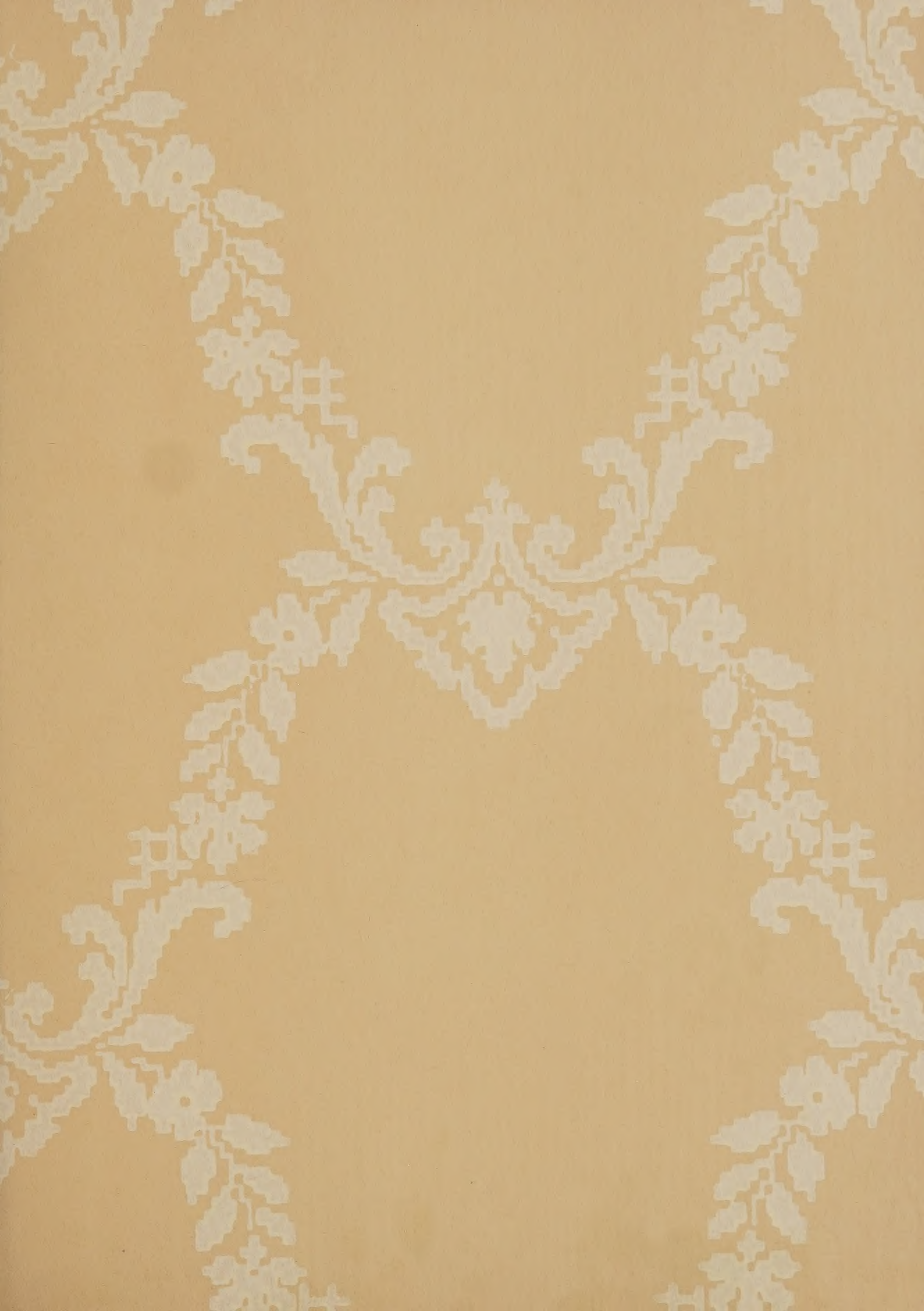
DUOFAST COLORS — WASHTEX FINISH

PATTERN No. 8010

ARISTOCRAT WALL PAPERS

DUOFAST COLORS – WASHTEX FINISH

PATTERN No. 8540



DUOFAST COLORS — WASHTEX FINISH

PATTERN No. 8020

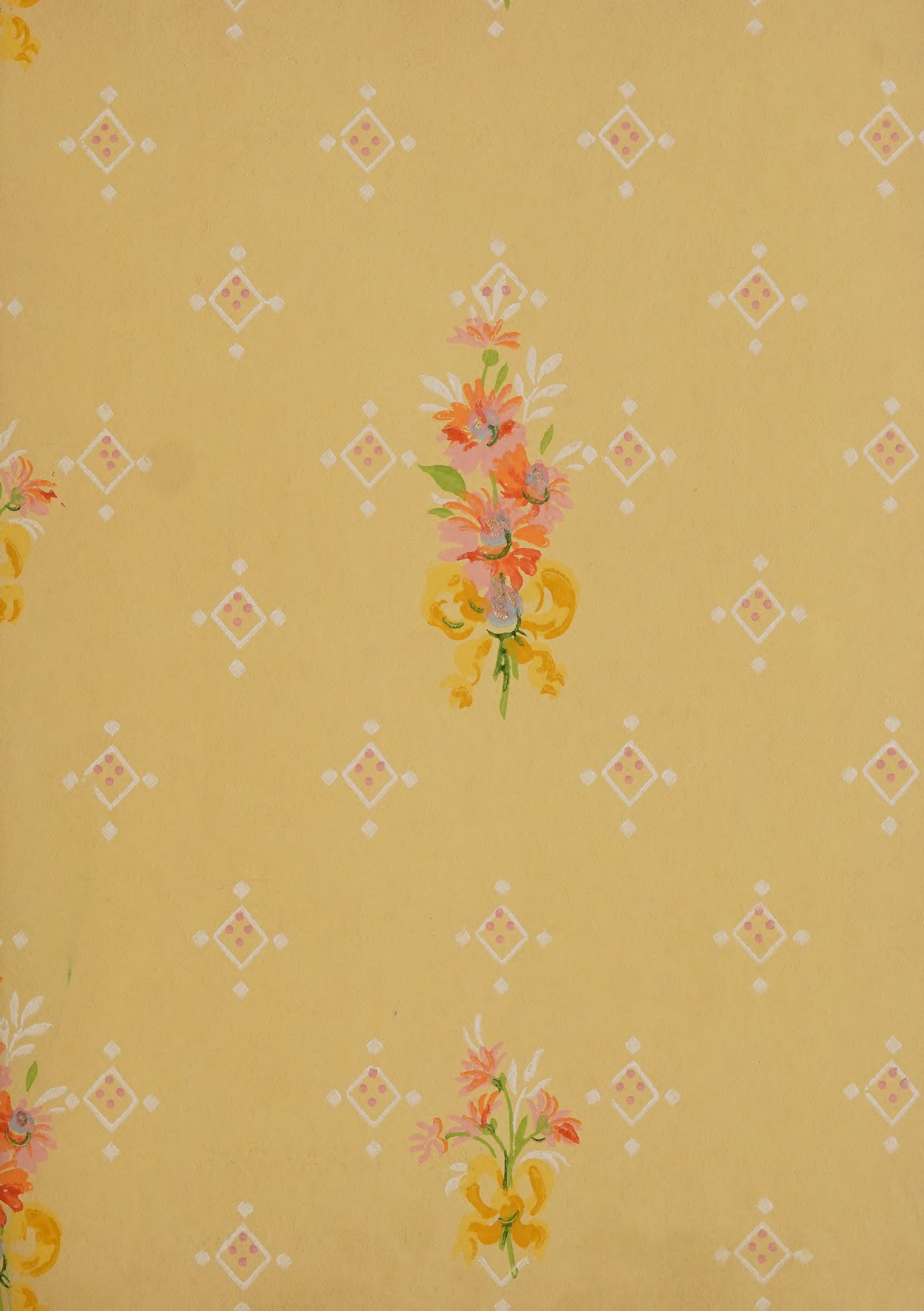
ARISTOCRAT WALL PAPERS

DUOFAST COLORS — WASHTEX FINISH

ARISTOCRAT WALL PAPERS

DUOFAST COLORS — WASHTEX FINISH

PATTERN No. 8710



ARISTOCRAT WALL PAPERS

DUOFAST COLORS — WASHTEX FINISH

PATTERN No. 7780

ARISTOCRAT WALL PAPERS

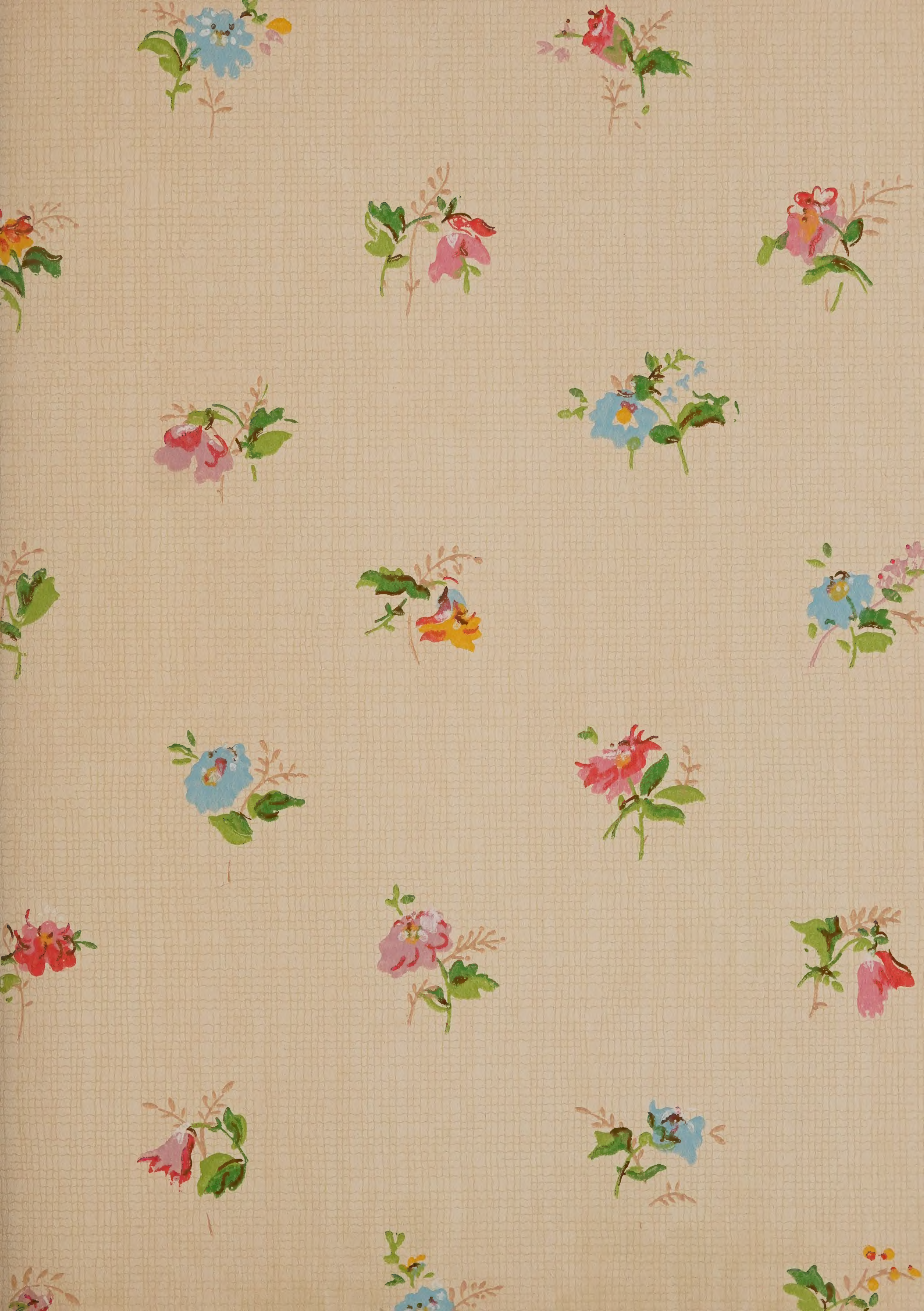
DUOFAST COLORS — WASHTEX FINISH

PATTERN No. 8160

ARISTOCRAT WALL PAPERS

DUOFAST COLORS — WASHTEX FINISH

PATTERN No. 7964



ARISTOCRAT WALL PAPERS

DUOFAST COLORS — WASHTEX FINISH

PATTERN No. 7570

ARISTOCRAT WALL PAPERS

DUOFAST COLORS — WASHTEX FINISH

PATTERN No. 8044

ARISTOCRAT WALL PAPERS

DUOFAST COLORS — WASHTEX FINISH

ARISTOCRAT WALL PAPERS

DUOFAST COLORS — WASHTEX FINISH

PATTERN No 8186

ARISTOCRAT WALL PAPERS

DUOFAST COLORS – WASHTEX FINISH

PATTERN No. 8144

ARISTOCRAT WALL PAPERS

DUOFAST COLORS – WASHTEX FINISH

PATTERN No 8442

ARISTOCRAT WALL PAPERS

DUOFAST COLORS — WASHTEX FINISH

PATTERN No. 8844

ARISTOCRAT WALL PAPERS

ARISTOCRAT WALL PAPERS

DUOFAST COLORS – WASHTEX FINISH

PATTERN No 8792

ARISTOCRAT WALL PAPERS

DUOFAST COLORS — WASHTEX FINISH

PATTERN No. 7624

ARISTOCRAT WALL PAPERS

DUOFAST COLORS — WASHTEX FINISH

PATTERN No. 7692

ARISTOCRAT WALL PAPERS

DUOFAST COLORS — WASHTEX FINISH

PATTERN No 7960

ARISTOCRAT WALL PAPERS

DUOFAST COLORS – WASHTEX FINISH

PATTERN No 8082

DUOFAST COLORS – WASHTEX FINISH

PATTERN No 8726

ARISTOCRAT WALL PAPERS

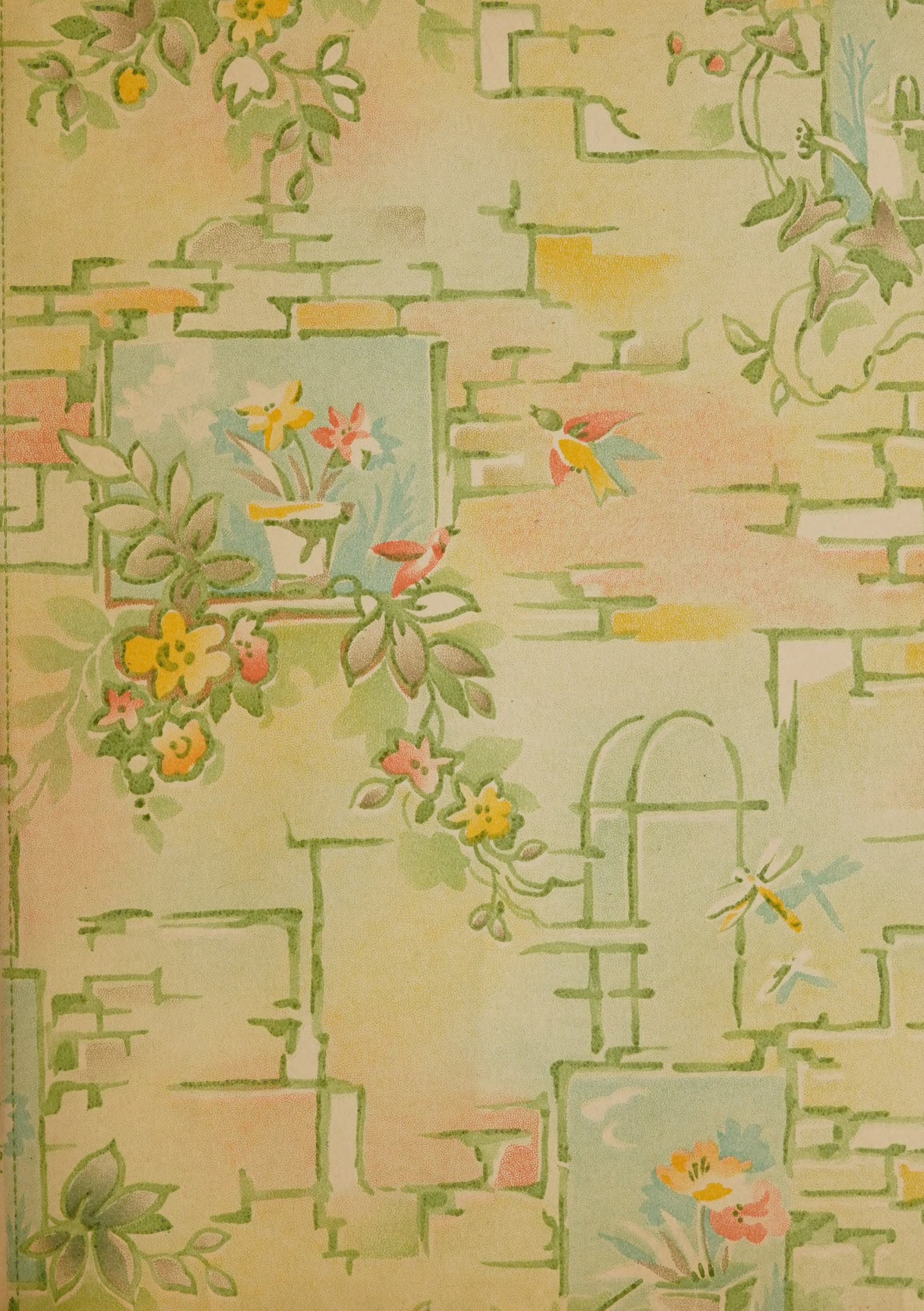
DUOFAST COLORS – WASHTEX FINISH

PATTERN No 8726

ARISTOCRAT WALL PAPERS

DUOFAST COLORS – WASHTEX FINISH

PATTERN No 8732



ARISTOCRAT WALL PAPERS

DUOFAST COLORS – WASHTEX FINISH

PATTERN No. 8834

How To Select Wall Paper

Illustrated With 23 Interior Views Showing How Popular Priced ARISTOCRAT Wall Papers Can Be Used To Obtain Remarkably Pleasing Effects

ARISTOCRAT
A
WALL PAPERS